

# VICTORY LOAN DRIVE--OCT. 29-DEC. 8

"Let's Finish the Job"

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## RAUCOUS CALLS HOT-COLD GUESTS

### Theatre Authority Seeks Payment For Performers at All Benefits

Revolt against playing benefits has reached the stage where Alan Corelli, head of Theatre Authority, will ask the TA board at its meeting Thursday (6) for legislation outlawing free shows at Madison Square Garden, N. Y., as an initial step in cutting down on "free" shows. Simultaneously, Corelli will ask that he be empowered to meet with garden officials to ask them that all benefits be spaced at longer intervals than is prevalent now.

Discussion on the benefit situation first took off last week by an affair held Saturday (24) in Philadelphia, where the Deborah sanatorium, a free tuberculosis hospital at Brynmawr Mills, N. J., ran a shindig at Convention Hall there. Some \$18,000 was paid in salaries to talent and the institution was still able to realize a profit of around \$16,000 on the affair. Both houses as well as performers (Continued on page 20)

### Voice Now Hankers To Wield Own Baton

Frank Sinatra has a hankering to try his hand at conducting a large orchestra. He has certain ideas he'd like to apply to such an effort and he'll try them soon for Columbia Records at the helm of a string band, including all sorts of strings, obols, etc.

Recurrent recordings will be marketed by Columbia in album form.

### Monaco Curtain Piece Posthumous Success; 'Begin' a Best Seller

Jimmy Monaco, who died several weeks ago in Hollywood, missed the satisfaction of seeing one of his songs he wrote become one of his biggest hits, perhaps his biggest of all.

With Mack Gordon he penned the song, "I Can't Begin to Tell You," which, with comparatively few major albums, has bounded in just a few weeks high up onto the best seller lists. It's from "The Dill Sitters" (20th), published by Brown, Weiss and Conn.

So far, "Begin" has gone over 300,000 copies, including rack orders, and is currently selling in the neighborhood of 12,000 copies a day. It surely will wind up as Monaco's biggest hit financially, since music sales are now at a peak never before reached.

Prior to "Begin," Monaco's biggest song was "You Made Me Love You (I Didn't Want to Do It)," which was a sales hit three different times.

### TED GAMBLE MAY TAKE POST WITH STATE DEPT.

Ted Gamble, prominent in the show biz bond drives with the Treasury Dept., may wind up in the State Dept. as an under-secretary. Understood President Truman is seriously in doubt with the Gamble, the former northwest theatre owner in Washington service.

Also understood that a \$100,000 post was proffered Gamble by Spyros Skouras with 20th Century-Fox in the financial cabinet of the company. This differs from a previously rumored paid dept. offer.

### Ex-Grossinger's Aide In 'Traviata' For Met

Two years ago Robert Merrill was the social staff of Grossinger's, Catskill Mt. (N. Y.) hotel resort.

On Dec. 15, Merrill, a baritone, was in the midst of a performance of "La Traviata" at the Metropolitan Opera Co. as the male lead in "La Traviata."

### AGENCIES CURB JACKED-UP JACK

By GEORGE ROSEN

The guest star season on the top air shows is in full swing, and talent buyers are more or less little disturbed over the continued spiraling of costs. It's becoming increasingly tough, they say, for the sponsor to keep his show within the budget framework and pick the kind of names people want to hear. Everybody from a Quiz Kid to the top box personalities is riding the kilobytes and cashing in. The talent boys say the situation has gotten completely out of hand and fear the only solution lies in the setting of a price ceiling to which everybody, with no exceptions, must conform.

Initial step in this direction has already been taken by the two agencies that wrap up top radio bills (Continued on page 20)

### N.Y. Nitery Ops Look For Return to Pre-War Gayety, Top New Year's Eve B.O.

New York nitery operators expect this New Year's eve to be more widely celebrated than any since the start of the war. They point out that with victory and with return of many troops from overseas, people will be in more of a mood to celebrate than at any time since Pearl Harbor.

But despite optimism on the heavy business to be done at that time, niteries expect to give wider publicity to holiday celebrations than ever before. Reason for the heavy exploitation is the fact that they will not take a chance on under-selling as was done last year, when many spots had empty tables because people were fearful of going to niteries in the face of advance publicity declaring most space was (Continued on page 24)

### Home Tele Sets Not Due on Market Till Early '47 According to Top Producers

### Van Needs Archbishop's Okay for 'Soldier' Role

Hollywood, Dec. 4.

Van Johnson was nominated by Metro to star in "The Rising Soldier," pending approval of Archbishop Spellman of New York.

Picture is the story of a returned serviceman and carries a deeply religious theme. Understood the studio agreed that the Archbishop had the right to approve the finale star.

### IIIS Tightens Belt, Radio-Press-Pix Group Tossed on Labor Mat

Five hundred radio, pix and press guys, many of whom have been out of the commercial sphere for the duration, are going to hit the pavement looking for jobs by Jan. 1, tightening an already tight labor market in these fields. All are from the two Government agencies, Office of War Information and Office of Inter-American Affairs, which are now functioning jointly as the Interim International Information Service (IIIS) under State Dept. management.

OWI workers branch had 3,500 (Continued on page 22)

### BROWN'S GBS O.O.

John Brown Brown is scheduled for a last one-week in England during December, going and returning by Clipper for the purpose of reviewing George Bernard Shaw's new play for the Saturday Review of Literature.

Brown's pieces for the Review and his Saturday afternoon broadcasts on "Men and Books" for CBS are his two main activities since leaving the Navy.

Despite recent optimistic statements from top men in the television field, that the infant industry is all set to swing into high gear, the date is still far in the future when enough receiving sets appear on the market to bring top-notch commercial sponsors into the picture, according to manufacturers. Producers remain extremely pessimistic in estimates about when video-receiving equipment will be rolling off the production lines and also about bringing the price level of sets down to the brackets of the average family income.

Chief obstacles, in the production picture remain the OPA price ceiling on component parts and the natural inclination of manufacturers to bring their production of radio sets up to pre-war levels before entering the television picture, for (Continued on page 22)

### Talent Tax Woes Nip Pix-Makers

Hollywood, Dec. 4.

Indie film producers are having a tough time signing top stars and directors, largely because of income tax bites which are poisonous to stratospheric salaries. Talent agencies are swamped by demands from independent film makers to line up names for increased production during 1946.

Major studios are in better shape than the indies, because of their large talent agisters, but they are also finding difficulty in persuading their own contractors to do more than the minimum number of films required by their pacts. Big stars and directors, who formerly make four pictures a year, are now balking at more than two.

### Peromists Assault Arg. Show People

Montevideo, Dec. 4.

Intimidation of Argentina's show-biz has already been launched by Colonel Peron's Fascist-minded flying squads. To the almost unanimous alignment of the country's show biz on the side of democracy in the electoral campaign, the Peronist minority has now decided to use force.

The first blow was aimed at Paul (Continued on page 24)

### SPONSORS PAYING OFF THROUGH MERCHANDISE

New policy on Philco's Nash-Kelvinator shows goods getting to take merchandise put out by the two manufacturers in lieu of regular fee.

Typical of way deals are being handled today is Perry Como's acceptance of \$100 for his forthcoming stint on Philco Hall of Fame Dec. 16. Balance of the \$3,000 guest spot price goes to Como's nine-foot red-jacketed, a deep-freezing unit, and air-conditioning (Continued on page 48)

### Pass Bell Tolls in Arg.

Buenos Aires, Dec. 4.

Paramount's long battle to get the Argentine authorities to allow exhibition of "For Whom the Bell Tolls" has finally resulted in a victory for the anti-Falangists.

Argentina's Foreign Secretary, Dr. Cooke, gave the green light early last week by notifying the Minister of the Interior that the ban was lifted. The Under Secretary of Information, Dr. Delio Martinez, who is in charge of cultural matters, signed the necessary order.



This is "THE HOUR OF CHARM"

## Prez Birthday Ball in Washington To Be Curbed; Set FDR Memorial Concert

Washington, Dec. 4.—Washington's celebration of the President's Birthday ball will be considerably curtailed this year with the main attraction a Roosevelt Memorial concert at Olney's Arena. For this Joe Huels, Nelson Eddy and Judy Garland are expected to appear.

There will be the usual crop of Hollywood stars coming for the celebration, and a banquet will be served at the Mayflower hotel. President Truman has agreed to speak on the night of Jan. 30, on the subject that was dear to the heart of President Roosevelt—the control of polo.

The "Command Performance" at the National will be suspended. The program, from which \$2,000,000 was raised last year, will be continued.

Hollywood will be asked to help send stars and personalities to Washington to help make it a gala affair.

James L. Martin was elected executive-director of the celebration, replacing Richmond B. Keen, now one of President Truman's assistants.

A much altered program was detailed by District Commissioner John Russell Young, who talked it over with Carter Barron, chairman of the entertainment committee.

### Chi Critics Lambast

#### Lionel Barrymore's "Concerto" in Debut

Chicago, Dec. 4.—Lionel Barrymore's "Piano Concerto No. 12" had its debut last night in an Orchestra Hall concert here last week. It was presented by the Chicago Business Men's club, with George Dasek as conductor and 13-year-old June Kovich at the keyboard. Chi's music critics were not too impressed.

It failed to resemble anything like an important contribution to American music," said C. J. Bulliet of the News. "Mr. Barrymore's battered themes would have been happier growing up into tunes such as might grace a Hollywood musical comedy." Claudia Cassidy, of the Tribune, was kinder, though far from hailing Barrymore as another Shostakovich. "Mr. Barrymore has nothing to say here that has not been better said before, but the man does have a flair," she said. "Barrymore always do."

### Sinatra Plagued For Juve Racial Efforts

Hollywood, Dec. 4.—Frank Sinatra was voted the first annual Award of Merit by the Hollywood Women's Press Club for "outstanding achievement in industry relations." Recognition was the result of Sinatra's personal work in the national protection of juvenile delinquency and racial prejudice. Sinatra will receive his laurels at the club's annual dinner here Dec. 18.

### Barrymore 'Tenement' Sold

Beverly Hills, Dec. 4.—The Hilltop home of the late John Barrymore, which cost about \$350,000, was bought by the actress Greta Garbo, operator of a school for children. Price was undisclosed.

Home, which Barrymore once called a "Chinese tenement," was bought by his former wife, Mrs. Dolores Costello. Barrymore lived in it for 10 years.

Russell Crouse

writes as

### "Of 'Arsenic' and the 'State' of the World"

in

VARIETY'S

10th Anniversary  
Out Soon

### KITTY SPIEGEL'S 4TH VENTURE WITH LEROY

Chicago, Dec. 4.

As reported exclusively in VARIETY three months ago, Kitty Priest Reed Brydell Spiegel, Chicago socialite, and Leroy LeRoy, film producer and director, will be married about Feb. 1 in Hollywood.

Coveney may mark the fourth marital venture for Mrs. Spiegel, 41-year-old widow of Sidney M. Spiegel, Jr., executive of Esquire Theatre circuit here, who died Oct. 20, 1944, and left her more than \$100,000. It's LeRoy's second marriage. He was divorced last Aug. from Doris Warner LeRoy, daughter of Harry M. Warner, and fourth married director Charles Vidor.

A year after she made her debut in film, Mrs. Spiegel married Chi socialite William P. Rend II. They were divorced after six years of marriage and one child, now 16.

A month later she married Ernest Byfield, Sr., operator of Chi's Sherman Ambassador hotel, with whom she had been divorced the year before. In 1938 she was divorced from Byfield, and awarded custody of their daughter. George, now 14, and \$100,000 annually "until such time as remarriage."

The much-married bride drew her fortune only a scant four months and then married Spiegel, heir to a furniture fortune and vice-president of the Board of Executors of the Spiegel's second wife. His first was Fay Langhorne, "Miss America of 1925." The marriage lasted only a month, and she returned to California. Her mother, reports at the time, said that Fay collected more than \$100,000 in an out-of-court settlement.

At the time VARIETY's Chicago office revealed their engagement, both LeRoy and Mrs. Spiegel made vehement denials that they would marry.

## The Berle-ing Point

By Milton Berle

Washington, Dec. 4.

Ab, Washington. The City Bureau—full. The city of the Who's Who... I got off the train and everyone said, "What's that?" Checked into the Statler hotel where the U. S. Mint with huge detectives. The Washington hotel situation is worse than ever. Visited the Washington monument and was quite surprised. Never knew George was as tall as that. Down here they have a wonderful system for visiting countries. Bob Hope is minister for the President. Fred Allen plays for the Secretary of State. Now I'm in town. Has anyone seen Alf Landon?

### THE GREAT WIT WAY!

Prospectors in Arabia have found a gold mine which belonged to King Solomon. With 1,000 wives, he needed a gold mine.

Understand I've been left out of the Social Register this year—for the 12th consecutive year. Imagine being left out of the register. What am I, petty cash?

Phil Barker knows a Hollywood actor who divorced his wife and married his sister. He seemed to have a new method.

The lock I have... Dreamed about Ginger Rogers, but she brought her mother along.

### OLD MOSES AT HOME:

Understand Mike Todd is rendering a show that will have more groups than a crowd of bees.

Midnight, I'm told, is quoting from "Out of My Trunk" on the Persian Room floor. That's like being named Man of the Year by the National Diet of Prison Wardens.

Martin Regency knows a girl who is so "uneducated" that she wears coucous succulents.

Incidentally, I was in that film, "Love Letters." You probably didn't see it. I was the boy who is submitting to a corner to quell them.

Peter Donald says that with the prices they charge that place should be known as the Squawk Club.

There's been so many cuts in "Spring in Brazil" that if it ever opens in Brazil it'll probably be prohibited by the American Medical Journal.

Berry Grey (the Martin Beck with Berle's nose) says, "Frankie's illness, the Sinatra fans have been securing their bobbiest at Hank's."

### THERE'S NO TRUTH TO THE RUMOR:

That it taking Bing Crosby so long to make a picture because he rides to work on his horse is absolutely untrue. Bing is waiting for the \$100,000 contract on "Why I Hate Jack Benny." That Warner Bros. has an opinion on Eva Braun's diary. That the victim in a Boris Karloff picture was to first take a screen test.

### ADDENDA:

The Ink Spots open at the Zanzibar tonight (3) and I wish I could be there. Art Cooper tells me that instead of table nashies they're going to use bladders.

Saw a picture the other night that was so bad the ushers showed you to the exit walking backward. I was so shocked I had to look at it.

More suggestions as to where Mr. Miller may be hiding. Have they looked in Jay C. Filippa's hat?

### 18th WEEK!

#### KEN MURRAY'S "BLACKOUTS OF 1945"

El Capitan Theatre, Hollywood, Cal. "It's terrific! It's colossal! It's gigantic. You can't miss it!"

JIMMY DURANTE.

### 'Come All Ye Faithful,'

#### Las Vegas Sees Light

Las Vegas, Dec. 4.—This town, noted for its "recreational activity," is going in for religion in a big way. J. Walter Thompson agency reports a forthcoming construction program calling for eight new churches to offset the whirl of sinister schemes, the click of gaming chips and the exhortations of crap-shooters.

Church development is estimated as a result of the city's rapid growth and the need of religion in the community's social life, some sectors, which are rated as "commercial."

### Jackie Moran Cleared On Charges Over Checks

Dec Moines, Dec. 4.—Check charges against Jackie Moran, 21, former juv in pictures, has been dropped in Des Moines and Hollywood. Warrants based on two checks allegedly passed by Moran at Hotel Fox, Des Moines in 1944 were withdrawn and charges dismissed at the hotel's request.

Moran, who was charged with writing three worthless checks in Hollywood, and it is indicated all checks have been made good.

## SCULLY'S SCRAPBOOK

By Frank Scully

Sopbox Sanctum, Dec. 2.

Big pudden, we're back again on the Sopbox Trail, back-tracking toward Palm Springs. I was typing along nicely, the typewriter parked on a cushion to the back of my chair, when I wrote a rocky wash and a most amusing paragraph bounced out of the machine. I never missed it till we were near Cucamonga. Anyway, there was nothing for us to do but rearrange, hoping to find a word or two that would save a paragraph and found it and dropped it into the script of "Adventures in Casablanca."

After all, on the desert it's "finders keepers."

This isn't the first time a thing like this has happened to me. I remember when Alice and I were honeymooning in Paris and Philip Eliot offered to drive us to Nice. He didn't tell us till we reached Fontainebleau that he was in a dreadful rush and simply had to get to Nice before the banks closed, or opened, or something. So we drove madly through slushing rain and kept crossing and uncrossing railroad tracks just ahead of trains. Finally near Lyon our trunk was shaken loose and fell into the mud. A car coming from the opposite direction hit it and smacked and dragged it 50 meters. Alice was all for letting it remain there, but we screamed hysterically that the trunk contained several chapters of the biography of Bernard Shaw, which I was writing under the name of Fyuk, HARRY, ETC., more valuable, it contained original autographed letters of Shaw's, first editions and all that sort of thing. Alice's pleadings got Eliot out of the car and he staggered to the railroad tracks and threw down the trunk and ran. It took a terrible beating. No crime subsequently came anywhere near handling it as roughly.

We took an onward Nice and arrived there either before the bank closed or opened, or whichever was the least disastrous thing for it to do. All parties involved in the adventure because I note that Eliot and Nina Wilcox Putnam, to whom he is married, are now going to revive "The Better Die" a play which sheared from his neck.

### These Dolly Sliders

While down that Riviera way I want to say my praises of 20th-Fox's production of "The Dollys" and the Scullys spent a lot of time not in each other's company on the Riviera. I saw facineries in the picture of their doings as recorded in VARIETY and I thought, "Gosh, what a case of the Dollys!" I thought, "I should have known it sooner or later, I know I was the first, and I'm sure I recorded the doings of Jenny and Rosie in a livelier fashion than that." Yet maybe not. Photographs of the Dollys after the war are more interesting than any record in the making of this picture that maybe my Nice Chatter got shaken around too. Incidentally, Marian Spitzer, once a VARIETY nugget, was in the picture and the script was written by her.

More surprising than the Dollys slides being blondes instead of brunettes, or Harry Fox composing rainbows with other people's musical notes, is the way the picture train service is stepped up under Messrs. Jester, Cummings and Zannick.

Jenny (or was it Rosie's) has one hour to make up her mind whether to go to Hollywood station to take the 10:45 jump to 20th-Fox and even further to M-G-M. Warners is a five-mile gallop over the "pass." Republic is more miles north of Warners.

Reassembling in a world of mass production is supposed to be the only defense against a barrage of atomic bombs. It's called "decentralization for defense." New York, Chicago, Detroit, London, Paris, Boston and even Moscow will now have their own mass production plants. It's a ride off in all directions. But Los Angeles is lucky. Los Angeles is already an uncracked egg. Who was the farseeing genius who laid it that way?

### We Planned It That Way!

It now turns out that that sprawling character of Los Angeles is a virtue. If you live in Hollywood you can jump to 20th-Fox and even further to M-G-M. Warners is a five-mile gallop over the "pass." Republic is more miles north of Warners.

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### Now to Get An Apartment

Here is a priceless piece of Inside Stuff. It was worked out by Helen Cullen, once a VARIETY midget in Newark and now a magazine feature writer in Hollywood, where rooming may say along.

First she borrowed a postcard size mimeograph machine. Then she composed a lease contract and circulated 100 selected hotel and apartment owners, telling them she was married to Martin Field, playwright, that they had no children, dogs, furniture, wood-carvers or lost weekend drink-inclinations. As a final teaser she added that she frequently has passes to show previews and the like, which she would show to the prospective landlord.

Within 24 hours she had three offers. That was weeks ago. She took her pick, turned others out to homeless friends and moved into the new place. Still coming in. By gasping her "in" is spreading through Hollywood. In fact, she is now getting letters wanting to buy her reforms. For good money, too. Some of the kids are even paying her to give them a ride off an "original" that way. It has happened before, but never before has the producer been from the producer on the writer. Always it has been the other way.

Obviously, this routine will work just as well in other places and, if you love Chinese, also in Shanghai. The minimum bonus for tips like this is \$50, but it is better asking for it than not. If you don't want to ask for it, understand, if they repeat anything like this, they don't ask your permission. Instead, they credit you and if and when you visit the country you can count on them to send the route that you want to visit. What every body wants, even in Moscow, is an apartment!

## Dwight Taylor in N.Y. LASTPOST EAST FOR 4TH ANNI OF USO-SC

To Witness Mom's Kudos

Hollywood, Dec. 4.

Dwight Taylor left for New York over the weekend to attend presentation of Cycles Circle Award to Dwight Taylor, his mother-in-law, for best performance of the year in "Gins Menagerie."

Taylor has been working here on script of "Ranoma" for 20th-Fox.

### SELZNICK'S ANN SORELL

Annette Sorell, ingenue in "Theresa" (Baltimore, N. Y.), has been signed by David O. Selznick to a seven-year production contract. George Seagram is negotiating on it.

Acting leaves for Coast end of January.

It's not yet known how long Lastpost will remain in the east.



# JOHNSTON LEAFLETES PRIMA

## A Significant Milestone

Since the death of David Bernstein, Loew's vicepresident and treasurer, the company has made a series of promotions and other designations which certainly dramatize Loew's desire to retain and bolster its executive manpower. The revitalization of enthusiasm is pointed up by the upplings of such Loew vets as Charles Moskowitz, Joe Vogel, Lep Friedman, Oscar Dool, Marvin Schenck (just made a vicepresident), Ernie Emerling, and others. Yesterday Warner Bros. announced four new vicepresidents in Robert W. Perkins, Ben Kalmsom, Monty Blumensack and Harry Kalmine.

All around us in the picture business there are sparks of new and vigorous potentials. International-Universal-Rank is one, giving Spitz-Goez-Matty Fox, et al., a stake in a ninth big league production company with worldwide prospects. The Rosenwald millions come into pix via Armand Deutsch (of the family), coupled with film vet Hal Horne and production exec Stanley Kramer. Carl Leserman's sales energies have been snared away from United Artists by Ben Bogazus (David Loew), which augurs still another aggressive organization. From the Coast are rumblings of Charlie Einfeld's new setup, plus runny "another independent film producer." Studio heads continue to herald that in former years you made a deal by a handshake or over the phone with an agent. Today there are business managers and lawyers who figure out the percentages which oftentimes make contracts and influence self-contained capital-gains setups.

This is certainly the era of cashing in one's own energies to the fullest. Manpower is at a premium, and choice manpower is wisely harnessed by attractive profit-sharing deals. The last couple of weeks certainly have marked a significant milestone in the picture business. — Abel.

## Hollywood Short-Sighted on Video, May Lose Chance, Sonora Prez Warns

Chicago, Dec. 4. Major film companies were accused of shortsightedness as far as television is concerned by Joseph Gerl, pres. of Sonora Radio & Television Corp., prior to leaving Chicago last week to accept the Oklahoma City Chamber of Commerce on the growth of video into a commercial medium.

Paramount and video pioneers RCA and DuMont, are the only companies to date up for the top limit of five stations in the low frequencies. Already active in L. A. and Chicago (WBSP), Paramount wants to spot other stations in Boston, Detroit and San Francisco. DuMont 10 percent held by Paramount has applied for video outlets in Washington, Pittsburgh, Cincinnati and Cleveland. DuMont is already on the ether in New York (WBAD).

"All of which means that any national television program will have to be carried to this local television station by means of films," he continues, "just as in some soap operas."

(Continued on page 2)

## HERBERT'S 'TOYLAND' OPERETTA TO MORROS

Boris Moros, independent producer who lives in New York, has a deal nearing completion for the rights to Victor Herbert's operetta, "Babes in Toyland" with Ella Bartlett, daughter of the late composer. The Metro made a picture based upon "Babes" with Lana Laurel and Oliver Hardy in 1934, its loss on the rights has since expired.

Prior to doing "Toyland" as an elaborate operetta, Moros had made, in order named, "Immortal Beloved," based on life of Beethoven, and "Carnegie Hall." "Babes" will be in color, under plans.

## Sam Jaffe's Indie

Hollywood, Dec. 4. Sam Jaffe returns to indie production with Lloyd Bacon directing "Glittering Hiss" for the RKO. "Bacon" has chosen "Home Sweet Home," at 20th-Fox which starts in about 10 days. Jaffe will then do film for Jaffe about five months after completion of that.

## Col. Lord Back at Metro

Hollywood, Dec. 4. Lt. Col. Robert Lord checks in at Metro this week to start work under the new contract as production manager. "Hill" tank since his discharge from the Signal Corp. Before he entered the Army, Lord was a producer at Warners.

## Carole Landis Suspended

Hollywood, Dec. 4. Carole Landis is off the payroll at 20th-Fox because of her refusal to pay the femme lead in "Somewhere, Here" a picture which she is making. Suspension will continue while the picture is in production.

## Tele and Jukebox Rights Ruling

Television and jukebox rights on 16mm. film is not embraced in non-theatrical rights, according to an interesting ruling handed down by Judge Cox, of the N. Y. federal court, in a case involving Mohawk Corp. In 1940, Mohawk purchased all rights of the trustee in bankruptcy in a group of pictures from the old Grand National Pictures Co. Subsequently, in 1941, Home Film Library, Inc. bought the 16mm. non-theatrical rights to some of the comedy shorts involved.

Eastern Trading Corp., successor to Home, last year bought back that tele and jukebox rights on 16mm. film were included in non-theatrical rights while Mohawk contested this, winning on the decision just rendered.

But the Mohawk was represented throughout the proceedings by Harry Lewis, N. Y. attorney.

## H'wood Distaffers Prep Apple Derby; Ben Bing

Hollywood, Dec. 4. Hollywood Women's Press Club has mailed ballots for its annual election of the Golden Apple to the most cooperative film players, male and female, and the Crab Apple to the most uncooperative. Awaiting to all film players except Bing Crosby. Gals have given him up as a class by himself.

Liam Ladd and Betty Hutton won the Golden Apple last year, and Walter Pidgeon and Sonja Henie won the Crab Apple, equivalent to a journalistic trophy.

## Wallis and Hazen in N.Y.

Wallis and Hazen and Joseph H. Ball left for New York today (5 for week's stay). Producers' returns to Coast next Monday to get "Searching Wind" before lenses.

## NOT CALLED BY THE ASS OF AMERICA

Motion Picture Producers & Distributors of America—the so-called "Hays Office"—which since 1922—and the Association of Motion Picture Producers in Hollywood will become extinct in name on Dec. 12 at a meeting of the former organization in N. Y. In the future one organization will represent the major motion picture group, Motion Picture Association of America, Inc., of which Eric Johnston is president and sole boss.

Johnston has been paving the way for the new setup, and through his Washington headquarters will coordinate the new work of Hollywood offices of the association, with vicepresidents in charge of each office. Francis Harmon, who was on leave from the Hays outfit to job War Activities Committee, will be in charge of operations in the N. Y. office.

Byron Price was okayed over the weekend to be vicepres in charge of the Hollywood producer group. At first, when his name was suggested, he was wanted to be a "go-between" talk with him before accepting him for the job, but afterwards wired that he'll take a \$75,000 salary. Johnston has already gotten busy to get rid of the Hays personnel in time a few will get off payroll on Jan. 1.

One veteran to go is Curtis Roy (Roy) Norr, of Arnes & Norr, public relations counselor, who is on the Coast, as well as Glendon Altvine, who was publicity head of the N. Y. office. Fred S. Heron, brother-in-law of Will Hays, who has been in the service, and who has handled the studio matters is also in the group, which includes Dore Croft, who is now at Salt, Alfred J. Croft and others. Another strong Hayles, ex-Gov. Charles E. Hughes (of Connecticut), who has been handling foreign affairs for the office, will, however, continue at least for a while.

(Continued on page 3)

## Perkins, Kalmsom, Blumenstock, Kalmine WB PPs; \$2 Dividend

In addition to electing four new vicepresidents, Warner Bros. yesterday afternoon (Tuesday) at a meeting of the board declared a quarterly dividend on the common stock, reduced outstanding bank indebtedness and wiped out a good will asset carried on its books.

New presidents are Robert W. Perkins, general counsel and secretary; Ben Kalmsom, general sales manager; Monty Blumensack, advertising director; and Harry Kalmine, president and general manager of Warner theaters.

WB board voted to press on Dec. 10 a total of \$4,921,000 principal amount on outstanding term bank loans of \$5,000,000 in view of charging the amount against general funds. The new dividend declared on common is 50c, payable Jan. 4 to holders of record Dec. 10 next.

## NCCJ Luncheon Set

A committee of 40 executives of show business has been set up by J. Robert Rubin, chairman of the NCCJ, to enable him to preside at the Conference of Christians and Jews, in connection with a special luncheon to be held at the Hotel Astor, N. Y., Dec. 14. Several important speakers are being lined up for the lunch.

## Yarbrood to Steer 'Wolf'

Hollywood, Dec. 4. Jess Yarbrood directs the director's assignment on the forthcoming horror picture, "She Wolf of London," at Universal.

## Anglo-American Mating in Gab and Go Looms for First Time With UW Merger

### "400 War Correspondents Today Are Just Nuns"

Quentin Reynolds himself a veteran war correspondent a highlight special place in his 40th Anniversary Number of VARIETY

## Schaefer May Return to UA

George J. Schaefer, onetime president of RKO and top salaried exec with a number of film companies, may return to United Artists as general sales manager. He would thus be directly under vicepres Gar Scar, now abroad with UA prescy Ed Raftery, on company business. Scar is worldwide sales chieftain. David O. Selznick is the keyholder in returning Schaefer to the UA fold.

## Rafferty Will Precede Sears Back to the U.S.

While Ed Rafferty followed Grand Sears to London by a week, the United Artists prescy will be back somehow. He's due back next week, whereas, Sears' due slated to return until Xmas.

Later, worldwide sales execs, going into Spain, etc., on company business. When Sears returns' he has yet to make an exploratory trip throughout South America.

## UA to Distrib 'Cesar' in America

London, Dec. 4. Edward Rafferty and Grand Sears, United Artists toppers, here on production-distribution biddies told Varnax that, contrary to other reports, United Artists will handle distribution of "Cesar & Cleopatra" in North and South America as part of UA's eight-picture deal with J. Raftery Bank. This deal includes "Technicolor" productions. Claimed that the feature will be distributed for \$50,000,000, the two American to break even.

## Desi Arnaz in Mufti Incorporates Himself

Desi Arnaz, Hollywood, Dec. 4. Desi Arnaz, who for almost three years in uniform was in multi-potential day. For the last two years he has been a staff sergeant in charge of entertainment at Birmingham Hospital in Van Nuys, Calif. Arnaz, who has his exit from the Army, Desi Arnaz, Inc., was incorporated at Sacramento and the corporation announced it had concluded negotiations with Metro for the release of Arnaz from a six-year contract, enable him to continue his work for the corporation's affairs. Arnaz will start immediately on a series of independent films and on the production of the film "The Intimate American Affairs," to be teamed to Latin and South American countries.

## WB's 40G Novel Buy

Warner Bros. reported to have bought Alice Tisdale Horner's "The Peacock Sheds His Tail" for a reputed \$40,000. Novel is among first five on best-seller lists.

Between frequent trips from Hollywood to London, the new United Artists Pictures hopes to achieve that international aspect of boxoffice viewpoint which Metro, somewhat, once seems to have solved. And in that company's instance only partially through Ben Goetz, who is now in London. In the new J. Arthur Rank-Universal-International Pictures scheme of things, Bill Goetz as IP production chief, and Matty Fox as UW prescy, hope to set up a permanent policy which will conform with Kate Blumberg's credo of "diction and movement" as the solution to a worldwide Anglo-American sales market.

When the deal was first being struck between Blumberg and J. Cheever Cowdin, respectively pres and board chairman of Universal on the one hand, and the Rank interests on the other, the theatre-wise Blumberg stressed that until British films could be sold in America, the Rank would have to be a "bridge" away from the deliberate British manner of speech there can never be a school of thought of English films in America. But once corrected — and Blumberg stressed the patent company — "Patrol" acting colony in Hollywood which, under U. S. standards, has certainly furnished a "Yankee" manner of speech.

(Continued on page 2)

## MARVIN SCHENCK LATEST LOEW PROMOTION, A VP

Another promotion within Loew's has that of observing H. H. Schenck of Metro's erstwhile talent department, who has been named a vice-president of the parent company. Prior to becoming H. H. talent head, he had been a theatre coproducing executive over the New York houses and recently made treasurer of the company.

Schenck started in 1912 as an office boy with the Marcus Loew Co. He rose to the position of assistant sales manager, taking full charge of vaude bookings following retirement of J. H. Schenck, president of Loew's, and succeeded M. Schenck, estate production head at 20th-Fox.

He is a nephew of Nicholas M. Schenck, president of Loew's, and succeeded M. Schenck, estate production head at 20th-Fox.

## VARIETY

THE WEEK BEGINS  
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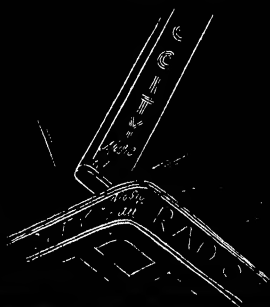
Vol. 100 No. 13

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SCREEN PLAY BY CASEY ROBINSON FROM THE NOVEL BY EDNA FERBER MUSIC BY MAX STEINER



# PERFORMANCE

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**PHILADELPHIA** — Biggest week's business in 28-year history  
of the Fox Theatre! **KANSAS CITY** — Held over in 3 houses!  
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20  
 CENTURY-FOX







Paramount Has Its Most Sensational Hit Since "Going My Way" in



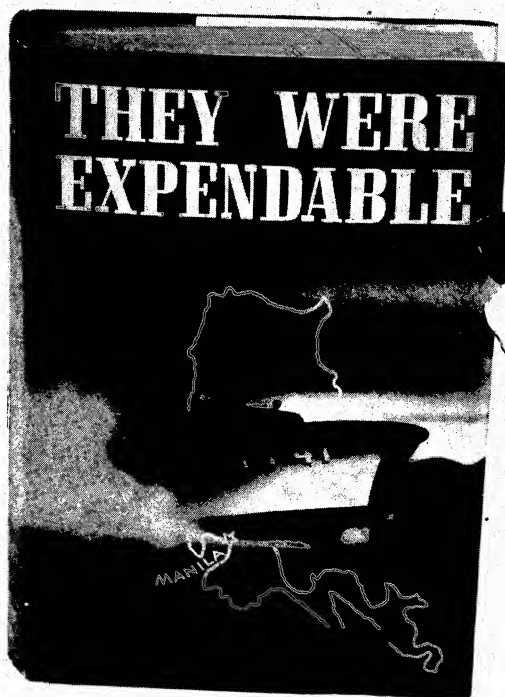
Last Week's Amazing East and West Coast Premieres Proved It!

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RAY MILLAND • JANE WYMAN in "The Last Weekend" with Phillip Terry • Howard da Silva • Doris Dowling • Frank Faylen • Produced by Charles Brackett • Directed by Billy Wilder • Screen Play by Charles Brackett and Billy Wilder • From the Novel by Charles Jackson



"Who says there ain't  
no Santa Claus!"



**THE PICTURE OF  
THE YEAR WILL  
BE IN M-G-M's  
NEW GROUP!**



# Bliz Bops Hub; Prima Ups 'Senorita' Strong \$26,000; Main' Big 23G on 3d

Holdovers, beginning with the spruce and third day blizzard knocked the bottom out of this week in the film houses with a blow in every way. "Spanish Main," which was week, received relatively the best.

**Estimates for This Week**  
**RKO Boston (RKO)** (3,200; 50-110)—"Senorita from Paris" (RKO) plus "The Prince of Wales" (RKO) and "The Prince of Wales" (RKO) for a total of \$26,000. Prima being responsible for the big gross, despite blizzard. Last week, "Man Alive" (RKO) and "Johnny" (RKO) drew \$22,000.  
**Fenway (M-P)** (1,575; 40-74)—"Hold That Blonde" (Par) and "Northwest Trail" (Rep). Second day hurt by bliz for \$4,000 following great \$8,000 on first.  
**Majestic (Brand-Mage)** (1,500; 40-80)—"Ladies of the Night" (RKO) and "Sky Giants" (UA) (releases). Third day week is \$10,000, recovered \$4,000 last.

**Memorial (RKO)** (2,900; 45-75)—"Sing Way Home" (RKO) and "Weathered" (RKO) for a total of \$23,000 on second.  
**Metropolitan (M-G)** (4,287; 40-74)—"Love Letters" (Par) and "Mexican" (Rep). Trim \$22,000, plus second day gross. Last week, "Sisters" (20th) and "The Spider" (RKO) drew \$20,000.

**Old South (Brand-Mage)** (700; 40-80)—"Mardi Gras" (RKO) and "Million" (UA) (releases). Modest \$2,000. Last week, "Gullit" (RKO) drew \$2,500.  
**Orpheum (Loew's)** (2,300; 35-75)—"The Prince of Wales" (RKO) and "Dangerous Partners" (Col). Slight \$2,000 following fine \$20,000 on first.

**State (Loew's)** (3,200; 35-75)—"Highways and Byways" (M-G) and "The Prince of Wales" (RKO). Down to \$9,000 after only \$15,000 on first.  
**Translux (Translux)** (900; 30-74)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.

**Union Square (Loew's)** (2,300; 35-75)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.  
**Waldorf (Loew's)** (2,300; 35-75)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.

**Joe Louis Ups 'Terror' To Giant 17½G, Seattle; 'Lovers' Solid at 15½G**  
 Seattle, Dec. 4.  
 Talk of town centers on the appearance at the Paramount of Joe Louis in "Terror," which is being pushed by the upped scale he's pushing. "Shadow of Fear" to smash big. Joe Louis at \$100 a week. The two new romances, "Lovers" and "Lovers," are estimated for this week.

**Estimates for This Week**  
**Paramount (P)** (3,200; 45-80)—"Joe Louis in 'Terror'" (P) and "Lovers" (P) (m.o.). From Fifth Ave. "Fancy Mr. Brown" (Loew's) (2nd wk), \$5,000 on third day, down to \$2,000.  
**Loew's (Loew's)** (2,300; 45-80)—"Love Letters" (Par). Great \$15,000. Last week, "Dolly Sisters" (20th) (2d wk), \$15,000.

**Liberty (G & W)** (1,500; 45-80)—"Hold That Blonde" (Par) and "Northwest Trail" (Rep). Robust \$11,000. Last week, smash \$13,000.  
**Radio City (RKO)** (450; 45-80)—"Dolly Sisters" (20th) (4th wk). Big \$10,000 on second day, down to \$2,000, to best third week record.

**Musk Hall (H-I)** (2,200; 45-80)—"Along Came Jones" (RKO) and "Along Came Jones" (RKO). Last week's in-jinxes \$11,000.  
**Palace (H-I)** (2,200; 45-80)—"Confidential Agent" (WB). Good \$14,500. Last week, "The Prince of Wales" (RKO) drew \$14,500.

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# 'Too Young' Nice \$17,000 In Balto; 'Main' 16G, 2d

Pre-holiday dip in beginning of Baltimore, Dec. 4, felt here. Of new entries, "Too Young to Know," at the Stanley, is the only all-right response. "Hold-Over," "Spanish Main," at over of "Weekend at Waldorf," at Hippodrome, both are fairly strong.

**Estimates for This Week**  
**Century (Loew's-UA)** (3,000; 20-60)—"Weekend at Waldorf" (M-G) (2d wk). Holding well at \$17,000 after open woken at \$22,000.

**Hippodrome (Rappaport)** (2,240; 20-60)—"Too Young to Know" (M-G) (2d wk) plus \$10,000 of vaude. Continuing strong, \$16,000 after smash \$22,000 on first.

**Keith's (Schubert)** (2,400; 20-60)—"Frontier Gal" (U). Open to tomorrow (Wed.) after "People Are Funny" (Par) and "The Prince of Wales" (RKO) drew \$16,000.

**Maynard (Hicks)** (1,148; 20-41)—"Too Young to Know" (M-G) and "Colorado Pioneers" (Rep). Average \$5,000. Last week, "The Prince of Wales" (RKO) drew \$5,000.

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# L.A. Big Despite H.O.s.; 'At Lush 54½G, 2 Spots, 'Too Young' 54G in 3, Main Swank 42G, 2d in 2

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## Key City Grosses

**Estimated Total Gross**  
**This Week** ..... \$5,045,208  
**Box Office** on 23 cities, 188 theatres, chiefly first three, including N. Y.

**Last Year Same Week**  
**This Year** ..... \$5,229,000  
**(Based on 23 cities, 188 theatres)**

## 'Wouldn't Say' OK 630,000, Tops Ed.

**Business slower**—The morale pace here as the Christmas season brought its round of diversionary activities. Holdovers, however, continued to draw.

**Estimates for This Week**  
**United Artists (United Detroit)** (1,414; 20-60)—"Spanish Main" (M-G) and "China's Little Devils" (M-G) (2d wk). Up \$17,000 after last week's \$16,000.

**Michigan (United Detroit)** (1,434; 20-60)—"Spanish Main" (M-G) and "China's Little Devils" (M-G) (2d wk). Up \$17,000 after last week's \$16,000.

**Brandywine-Capitol (United Detroit)** (1,414; 20-60)—"Spanish Main" (M-G) and "China's Little Devils" (M-G) (2d wk). Up \$17,000 after last week's \$16,000.

**Palms (State)** (3,200; 35-75)—"Highways and Byways" (M-G) and "The Prince of Wales" (RKO). Down to \$9,000 after only \$15,000 on first.

**Translux (Translux)** (900; 30-74)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.

**Union Square (Loew's)** (2,300; 35-75)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.

**Waldorf (Loew's)** (2,300; 35-75)—"The Prince of Wales" (RKO) and "The Prince of Wales" (RKO). Heavy horror film drawing less \$3,000.

**Joe Louis Ups 'Terror' To Giant 17½G, Seattle; 'Lovers' Solid at 15½G**  
 Seattle, Dec. 4.  
 Talk of town centers on the appearance at the Paramount of Joe Louis in "Terror," which is being pushed by the upped scale he's pushing. "Shadow of Fear" to smash big. Joe Louis at \$100 a week. The two new romances, "Lovers" and "Lovers," are estimated for this week.

**Estimates for This Week**  
**Paramount (P)** (3,200; 45-80)—"Joe Louis in 'Terror'" (P) and "Lovers" (P) (m.o.). From Fifth Ave. "Fancy Mr. Brown" (Loew's) (2nd wk), \$5,000 on third day, down to \$2,000.  
**Loew's (Loew's)** (2,300; 45-80)—"Love Letters" (Par). Great \$15,000. Last week, "Dolly Sisters" (20th) (2d wk), \$15,000.

**Liberty (G & W)** (1,500; 45-80)—"Hold That Blonde" (Par) and "Northwest Trail" (Rep). Robust \$11,000. Last week, smash \$13,000.

**Radio City (RKO)** (450; 45-80)—"Dolly Sisters" (20th) (4th wk). Big \$10,000 on second day, down to \$2,000, to best third week record.

**Musk Hall (H-I)** (2,200; 45-80)—"Along Came Jones" (RKO) and "Along Came Jones" (RKO). Last week's in-jinxes \$11,000.

**Palace (H-I)** (2,200; 45-80)—"Confidential Agent" (WB). Good \$14,500. Last week, "The Prince of Wales" (RKO) drew \$14,500.

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## Basie Boosts 'Isle To Fancy' 26½G In Philly; 'Too Young' Fine 24½G

Philadelphia, Dec. 4.  
 Weekend hit off with a record-breaking crowd in town for Army-Navy game. Out-of-town guests, who made up half of customers, gave the picture a boost.

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**HOLLYWOOD'S NEWEST PAN-AMERICAN MUSICAL  
WITH AN ALL-AMERICAN ROMANCE**  
Scented by South-of-the-Border gaiety, it's the year's perfect entertainment!

# MEXICANA

starring **TITO GUIZAR** and  
**CONSTANCE MOORE**

with **LEO CARRILLO**

HOWARD FREEMAN • STEVEN GERAY • JEAN STEVENS  
and ST. LUKE'S CHORISTERS • PETER MEREBLUM'S ORCHESTRA  
Introducing ESTELITA RODRIGUEZ

Produced and Directed by **ALFRED SANTELL**  
**A REPUBLIC PICTURE**



**Songs!**  
"MEXICANA"  
"LUPITA"  
"HEARTLESS"  
and 5 other  
great songs!





This kid

BEVERLY  
SIMMONS

will

kid the pants off you!



YVONNE DECARLO  
ROD CAMERON  
in  
**FRONTIER GAL**  
IN TECHNICOLOR

A FESSIER-PAGANO PRODUCTION  
with  
ANDY DEVINE • FUZZY KNIGHT • SHELTON LEONARD  
ANDREW TOMBES • BEVERLY SIMMONS  
Original Screen Play Written and Produced by Michael Fessier and Ernest Pagano • Directed by CHARLES LAMONT • Executive Producer HOWARD BENEDICT  
A UNIVERSAL PICTURE







**"HEY, Mac MURRAY...  
YOUR PAST IS SHOWING!"**

*and what  
a present  
and future!*



**"money in the bank"**  
DAILY VARIETY

**"excellent... enjoyed  
thoroughly"**  
M. P. HERALD

**"inevitable as a top  
grosser"**  
BOXOFFICE

**"topnotch comedy"**  
VARIETY

**"top quality"**  
M. P. DAILY

**"plentiful comedy,  
romance"**  
EXHIBITOR

**"funny, fast farce"**  
HOLLYWOOD REPORTER

COLUMBIA PICTURES  
presents

**FRED MacMURRAY**

**Pardon My Past**



WITH

**MARGUERITE CHAPMAN  
AKIM WILLIAM RITA  
TAMIROFF · DEMAREST · JOHNSON**

HARRY DAVENPORT · DOUGLASS DUMBRILLE

Produced and Directed by **LESLIE FENTON**

A  
MUTUAL  
Production



**FINISH THE JOB IN A BLAZE OF ACTION!  
VICTORY IN THE VICTORY LOAN!**

Original story by Patterson McNutt and Marian Ware • Screenplay by Earl Felton and Karl Kamb

## Anglo-American in Gab and Go

Continued from page 1

tempe and speech—nothing can stop British pic worldwide. Unless, of course, "they're lousy pictures, and we leave them in American too," added Blumberg.

The U topsters were amazed at the staggering grosses the British films pile up in their native markets, comparing favorably with U. S. pics in the domestic American market. And, by the same token, if a film is no you can't give it away.

Rank was impressed primarily with the Universal International (Leo Spitz-Bill Goetz) script because (1) the Americans "didn't scream at us" and (2) "they didn't talk Hollywood all the time but talked international matters."

If the United Kingdom is worth \$80,000,000 per annum to U. S. firms, then certainly the good British product can be worth plenty overseas. United World Pictures will try and achieve that.

Rank Exce Due in U. S.  
First, Philippe del Giudici, chief of Two Worlds (Rank unit) production, is due over, next week. Blum-

berg is awaiting his advent before returning to Hollywood for Xmas.

In February both Goetz and Fox will go abroad and start coordinating London production with an eye to the American idiom, just as it is assumed that the minimum of eight pictures, which International (Spitz-Goetz) will turn out for United World, will fill the bill in the British boxoffice. The Yank influence on both sides of the Atlantic, it is felt, must interpret itself into good b. U. The British have manpower in plenty. U. exes, here point to directors Compton McKenzie and Carol Reed, not to mention the Alfred Hitchcocks and others whom Hollywood had bagged.

"Players? There, too, it is felt that once certain British favorites are judiciously spotted in United World releases they'll be as marquee-standard with the Yanks as their native land. Rex Harrison when 20th-Fox now has on the Coast; Patricia Roe, also now making a film in Hollywood for Walter Wanger (U. release); Phyllis Calvert,

due here in June; Ann Todd in October; Margaret Lockwood (this spring); James Mill, James Mason, Stewart Granger, all coming up in "Madonna of the 7 Moons." "The Yank" and "Canyon Passage," are all figured to leave their impact on U. S. audiences.

International's last production for RKO is "The Stranger," and it is figured Bill Goetz will be ready to start rolling for United World directly after the first of the year.

Meantime plans are apace for U. W.'s separate and distinct sales organization, publicity and advertising, etc. Apart from utilizing U. physical exchange facilities, and availing itself of studio space on the U. lot, everything else will be separate and apart. The home office is N. Y. in the RCA Bldg. U. W. will be in the nearby RKO Bldg. And so on down the line.

### \$115 ROBBERY AT K. C. NABE

Kansas City, Dec. 4.  
Thieves stole \$115 from Mary Lee Theatre, snuffing tube here, last week.

Robbers apparently were hiding when the house was locked for the night, giving them plenty of time to ransack.

## Ed Raftery, UA Prexy, Protests 'United' Tag

Edward C. Raftery, United Artists prexy, threatens to sue unless the new worldwide distribution agreement, which the N. Y. office of special cablegram, oddly enough U. A. is distributing several J. Arthur Rank pictures in the U. S., Raftery's cablegram:

"United Artists for the past 27 years has been known throughout the world in the circles as 'United' and the acquisition by Mr. Rank of the name for his new film distribution organization is bound to cause confusion. And since United Artists more affectionately is referred to as 'United,' has established this appellation by tradition and usage, I feel the acquisition by Mr. Rank of 'United,' particularly in light of the announced ownership by Universal Film Co., to be an infringement and will take every possible step to prevent such usage by Mr. Rank and Universal."

## Tighten Belt

Continued from page 1

people on its staff during the peak war period, has only 1,250 now, and will be reduced to no more than 800 by the end of the month. OIAA's largest staff numbered 300, the number is 150 now, and one of these will have their job-nodes slashed by Dec. 31.

An effort "to place as many of these people as possible—and many of them are known to the trades in all of top competence—into being made by a joint "labor-management" committee headed by Marian Harris, former assistant to Louis G. Cowan, N. Y. boss of the OWI overseas outfit. Miss Harris has an office at 250 West 57th street, New York, and has already found jobs for 100 of those who were dismissed. However, she still had 205 job seekers on her roster this week, with more on top.

A number of these footloose people had given up good civilian jobs to work for the war agencies but, being out of the GI classification, they are being given returning vets. By way of illustration, there is the story (backed up by Congressional Record) that one of the OWI sub-execs whose \$8,000-a-year was challenged by a Congressman "because" their salaries, and their salaries, of those already found jobs for 100 of those who were dismissed. However, she still had 205 job seekers on her roster this week, with more on top.

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## Short-Sighted

Continued from page 1

are presented to local listeners from a recorded transcription."

"But who's going to produce these pictures?" he asked. "So far there has been some activity in Hollywood, but in the main the motion picture industry seems to have ignored the problem. The solution in Hollywood was well expressed by one executive recently when he told me that it would be silly for him to encourage the use of television as a competitor by producing films for television which will keep people away from theatres."

Cites Sports

Gerl said this seems to be the common attitude on the Coast—"yet broadcasting of baseball games hasn't kept spectators away from the ballpark." While broadcasting of blow-by-blow descriptions of boxing matches hasn't hurt the box office, Gerl says, he has the Saturday afternoon broadcasts of injured athletes' records at the football stadiums.

By and large, he observed, the showing of movies over television will no doubt familiarize many people with many more stars than they now know, and will surely attract greater audiences to the local theatres.

"But Hollywood doesn't seem to have grasped this elementary point," he went on. "Instead, the motion picture industry seems to have adopted a hands-off policy on preparations for television."

"The result, if Hollywood isn't careful, may be that there'll be a mushrooming of new film companies, tailoring their products for the local television stations, which will need such film personalities."

"And, once having built these new stars, these new companies can easily expand into active production-for-film houses."

It all adds up to something like this, Gerl concluded:

Present outlook "for a rapid growth of video stations in many of the key cities of the country—and with the local stations, they will have to provide their own local shows, because of the technical difficulties of relays, and this emphasis on local shows may mean the decline of the national radio show, with its prominent national actors. On the other hand, television shows may be filmed for re-broadcasting by local stations, and regular films will be needed to fill out the entertainment hours."

"But if Hollywood doesn't seize the opportunity to produce these films," he warned, "we may see new producers spring up, till the gap, with new actors and actresses."

## Nelson Seeks

Continued from page 1

so that there will be less mistrust between Indies and the unions.

"The film business is the most remarkable merchandising proposition in the world," Nelson said. "It's a little can and a little can, where, and if it's good enough, a better product. There must be no barriers to the free competitive distribution of this product to the person who want to see it, either in the foreign or domestic market."

Saying that SAMP has the closest relations with the MPEDA, Nelson said that this should result in making for better foreign distribution. "Till a few years before the war, he points out, U. S. pictures were so far superior to all others that selling them was comparatively simple, but that now native product is improving with foreign elements wanting to give it every opportunity."

"We want the international picture market open to free competition and want to let the public decide which pictures it wants to see. Working collectively, we know we can prevent restrictions because we can say: 'If you are going to discriminate, none of us is going to show his pictures there at all.'"

Nelson forecast that there would be considerable theatre building in the U. S. after the housing problem had been taken care of, and that this big expansion would help business.

## A Fresh idea in Christmas Gifts..

*the ready-to-serve Martini that always tastes fresh!*

Get out your Christmas list and cheer! Here at last is a ready-to-serve Dry Martini so daisy-fresh you'd vow it was just mixed. It's Hiram Walker's Dry Martini—and it retains that fresh-mixed taste right down to the last drink you pour. What gift could be more welcome these busy holidays, when unexpected guests drop in so often?

Just ice and serve...



*Hiram Walker's*  
**dry martini**

Hiram Walker & Sons Inc., Peoria, Ill.

66 proof

## Home Tele Sets

Continued from page 1

which the potential market is still small. Manufacturers hope the OPA will ease the price ceiling restrictions on component parts early next year but parts manufacturers, meanwhile, don't even attempt to quote prices to the producers of receiving sets. Reported also that component parts makers are anxious to wait until after Jan. 1, when the excess profits tax is to be lifted, so as to be able to make more of a killing.

Three big manufacturers are echoed by smaller companies in pessimistic statements. DuMont reports, with production set to roll on four, guess the date when parts would be available and declared that prices on the new sets would be dependent entirely on prices of the components. DuMont's prewar sets ranged from \$25 for small table model to \$975 for large combination video-radio console with a 20-in. television screen.

RCA reports that not a single set was available on the market today and that they didn't expect to produce any until at least next October, adding that Jan. 1, 1947, would be a more conservative estimate. Philco emerged as the most optimistic of the three, predicting that some television sets might be included in the company's next new line, due to appear next June. Philco spokesmen also emphasized, however, that production of video sets would be held back until shelves of radio-critters are completely stocked.

## PASTERNAK GETS 'WOLF'

Hollywood, Dec. 4.  
Joe Pasternak will produce "My Dearly Is a Wolf," a comedy based on a yarn by Kerne Munn. Emily Kimbrough is doing the screenplay for early 1946 filming at Metro.

*Some  
Kidd!*

**FIRST FOUR DAYS  
AT THE GLOBE  
THEATRE, NEW YORK  
BROKE ALL  
RECORDS FOR A  
U. A. PICTURE  
PLAYING THIS  
BROADWAY  
HOUSE.....**

At the Stanton, Philadelphia,  
first week gross matched top  
business—holds 2nd week!

Benedict Bogeaus presents  
**"CAPTAIN KIDD"**  
starring  
Charles LAUGHTON • Randolph SCOTT  
Barbara Britton with John Carradine  
Gilbert Roland • John Qualen • Sheldon Leonard  
Henry Daniell • Abner Biberman • Reginald Owen  
Produced by Benedict Bogeaus • Directed by Rowland V. Lee  
Original Story by Robert H. Lee • Screenplay by Norman R. Krasna  
A ROWLAND V. LEE Production



*Another Record-breaker from U. A.!*







*Smoother than ever  
— it's a new ride!*



This new Ford car—so big and smartly styled—offers more new developments than most pre-war yearly models . . . New multi-leaf springs—long and slow-acting—give you a velvety ride that's smooth and level . . . Brakes, too, offer major new advancements. They're oversize, self-centering hydraulics for "cushioned stops"—quick but quiet. Less pedal pressure needed . . . Under that trim, broad hood there's stepped-up power—and with it a new thriftiness in gas and oil . . . Inside, new luxury awaits you. Colorful fabrics and trim in pleasing two-tone combinations. Seats that are wide and deep . . . Take your choice of two great engines. The V-8, increased from 90 to 100 horsepower; the 90 horsepower Six . . . Yes, everywhere you look, you'll find advancements in this youthful new car . . . Ask your Ford dealer about the smartest Ford cars ever built.

FORD MOTOR COMPANY

TUNE IN... THE FORD SHOW ... CBS, Tuesdays, 10-10:30 P.M. E.S.T. THE FORD SUNDAY EVENING HOUR... ABC, Sundays, 8-9 P.M., E.S.T.



THERE'S A *Ford* IN YOUR FUTURE!



# ATLAS BEATS COGS?

## Purse Guys, Playing Close to Cuff, Testing Sales As Prelude to Radio

With the top bankrollers in radio getting ready to spring a flock of new postwar programs, it's inevitable they will inevitably result in an expansion of their commercial network programming, the sponsors are going to play it safe.

Instead of making any definite commitments on the new shows, and plunking down a quarter or a half-million dollars for time and talent only to find that they're saddled with a product that isn't exciting the customers, the clients are hitchhiking the intro for the products out of their established network shows for a series of regional tests. If the customers like what they're selling, then they're willing to talk with the programming boys and the networks.

Procter & Gamble, for example, is getting ready to launch its new Velvet Skin Lotion. But before wrapping up a new show, it wants to determine the product's customer pull. As a result, one of the top P & G girls, possibly the Rudy Kay show, will be tested in an experimental basis, with a time placed in to Buffalo for a strictly regional check. Meanwhile, Johnson & Johnson has shifted off to Buffalo for a super sales campaign. After Buffalo, other regions will be tried, and the sales sheets tabulated.

## Hudson Moniker Seen Set at CBS

Status of Robert Hudson, who several months ago, left Denver, where he was director of the Rocky Mountain Radio Council, to join CBS, has at last apparently been clarified. Hudson's new title will be Associate Director of Education.

The new title is reported to be somewhat in the nature of a compromise, since it was understood that Hudson, at the time he checked in with CBS, was to be general director of Education, with Lyman Bryson stepping into a counselor-advisory position. However, the latter has remained as director of the department.

## P&G Drops 'Vic & Sade' After Experiment With 2-Show Split-Web Idea

Chicago, Dec. 4. After a several-month test during which it was pitted against the Jack Smith show, "Vic and Sade" is being cancelled. The program, created through Dan Fitzgerald & Sample, and goes off the air with the Dec. 7 broadcast. It had been heard over different CBS outlets at 7:15-7:30 p.m. for Oxydol, "Vic and Sade" over 13 stations. Jack Smith over 99.

Both shows went on the air Aug. 21, Smith show, having picked up a 10% increase in listeners, was chosen for continuance in the show-down in which stays on. As a result, Smith show will take over the "Vic and Sade" were on effective Dec. 10.

## MORGAN TO COMPTON AS RADIO BRAIN GUY

Brewster Morgan, who served overseas with the OWI, and was on General Eisenhower's staff with the SHAEF operation, has joined the Compton agency as director of program development. Morgan is in charge of existing new programs, will engineer all studio operations and additions, and will be general manager of the agency's radio idea man.

Morgan, originally from the N. W. A. agency, and who also headed up radio for Ward Wheelock on the Coast, was also identified with the Compton Workshop, during which time he was bracketed with Norman Corwin and Bill Robson as one of the creative directors in radio. He is a Rhodes scholar.

Lowell Thomas

## "Adventure on the Tibetan Border"

an editorial feature of

VARIETY'S

40th Anniversary Number Out Soon

## Prince Gives CBS the Hotfoot

CBS is doing a burn over the sudden cancellation by Prince Malchaire of his Sunday afternoon (2-2:30) CBS musical show. Sponsor is dropping out end of this month.

Couple months back, the network had the International Horvath show lined up for the spot. However, the Matchabelli perfume outfit put up a terrific angle, insisting on retaining the time slot, with result that Horvath switched to NBC. CBS sales execs maintain Horvath did it had even an inkling that Matchabelli was checking out. Horvath would have been on the air until the segment became available.

Perfume client, which sponsored the Stradivari Orchestra in the spot, announcing spending \$25,000 a year for the time and upwards of \$100,000 for the talent-production costs.

## Headliners' Big Break Backbone for Disk Show

Music Corp. of America is currently wrapping up one of the top-rated and most novel transcription shows to date. The bankroller of the stars will be the Karmel Bag Co. West Coast, ladies accessory outfit, making its initial big splurge into radio.

Program will be geared for one-half hour, with local stations in 15-minute segment.

Show will be backed by the Jimmy Lytle orchestra (which backgrounds the Norman Downey stanza on Mutual), with the format calling for top personalities in show business who will dramatize the "one break" that subsequently paved the way for their careers. Packed for the series are such headliners as Hildegarde, Ethel Merman, Eddie Cantor, etc.

## STIFF SHOT-IN-ARM TO ABC RESEARCH

ABC (Blue) is expanding its research dept., planning to take on four or five additional men.

Web, which had been dependent on NBC (Red) figures even after divorce, feels it can better project the picture of its coverage, etc., by doing its own individual research and surveys. As result, ABC is buying its research budget.

Department is the third on the web in recent weeks has been concentrating others being sales and business development.

## "BABY ON THE LOOSE"

Virginia McCallum is seeking a new web connection for her "Baby Institute" program.

The mopey-J. J. Anthony advice-for-kiddies "Prum was heard on the Blue (ABC) last year.

Hypnotized by injection, a radio cash and fast-rising business tie-ups, Associated Broadcasting Corp., new fifth network, may become a real threat to existing chains, according to observers here. As disclosed last week, Atlas press Floyd Odlum advanced to Associated a \$150,000 loan for a 30-day period with an option to acquire a "substantial majority" interest later. Rumor is now that Odlum and Atlas will acquire a two-thirds control in Associated.

Analysis of Atlas Co. holdings shows net assets of \$70,000,000 as of year end 1944—or twice those of giant AVCO (Aviation Corp.) whose entry into broadcasting via the purchase of the Crocker-Corbin, caused such flareup at the FCC and on Capitol Hill. However, since Associated is not itself a licensee of any standard station, Atlas control of the net can be accomplished without FCC approval.

Atlas, one of the largest investment firms in the country, is already in the radio and film biz. The trust has Atlas shares of 100,000 stock, worth about \$1,700,000 at current market quotations. The largest single Atlas holding is 40% control of RKO, which amounted to \$12,500,000 last December and accounted for 19% of the Atlas trust. RKO is also listed in the television field on the Coast. Atlas has a small stock holding in the United Productions of America.

Month applied to the FCC for FM and video stations in Los Angeles. It is speculated that Atlas is a principal stockholder in the new network, may be able to attract business from the net, the control of the dozen affiliated firms, many of them heavy advertisers. Interest is also focused on the control of the net on network competition of the company's dual holdings in CBS and Associated. While ownership of less than majority interest in CBS would not bring Odlum within FCC network regulations, the control of the centralized control may arise if Associated tries to become a radio station licensee.

The investment empire, with interests even more diversified than those of Victor Emmanuel's family, has a long history of control of Bonnell-Teller and Franklin Simon, New York department stores; bond holdings in five powerful utility interests in oil and fuel companies; the Seaboard Airline Railway; North-east Airlines; United Fruit Co.; Continental Can Co. and various hotel, steel and electric company properties. Most recent Atlas acquisition was in Liberty map, which poses an interesting question of government control to a press-network radio tie-up.

## K. Norris Bows, Fun Factory In

Kathleen Norris and daytime radio are calling it quits at the first of the year, at the conclusion of 39 weeks. When, earlier in the year, Young & Rubicam, agency on the Lever Bros. "A Woman's Life" campaign, known as "Bright Horizons," announced that the w.k. novelist was taking over the scripting assignment on the CBS show, it created quite a stir.

It was reported she was grabbing a fast \$1,000 a week for the chore. Actually, Miss Norris was linked in the w.k. novel's new setting.

Her successor on the show will be Julius Funt, who will get \$1,000 a week for scripting the show. Funt also scripts the "Big Sister" Lever Bros. "Bright Horizons" show itself is an offshoot of the Michael West entertainment on "Bright Horizons" that has been airing a "Funt" "baby" program.

## Mag Moguls Trip Over Mike Lines Now They've Found Radio Pays Off

Cecil Madden

recalls

## "BBC Under the Blits"

in the

40th Anniversary Number of

VARIETY

## Wall St.-Denny Deal Ruled N.G.

New York Stock Exchange, which has been rumormongering seeking a "prestige" radio program, has toyed with the notion of succeeding Reader's Digest as sponsor of "Town Meeting of the Air." That went only as far as the exchange to the ordinary man in the street it might seem like the Stock Exchange wanted to influence the way folks set their ideas.

Meantime the contract of the Denny group with ABC (Blue) is said to specify \$150 a week, of which Denny's fee, personally, is \$300. Not guaranteed is the Thursday night 8:30-9:30 spot on a sustaining basis, but it would be held for a commercial, apparently.

"Town Meeting" is redesigning to its new sustaining status. A reduction in research staff is in order; Larry Hammond has already checked out as producer and fee for guest speakers will have to come from the commercial side as paid under the Reader's Digest deal to the usual \$100 or so as before.

Denny has also taken Bryson Rusch, his Washington rep, off the payroll, as well as Lou Smith in Hollywood. Later is still helping "Town Meeting" on the Coast, but on a cuto basis.

Three sponsors are said to be coming in bankrolling the forum, one of them currently studying an alternate presentation gotten up by Denny.

## Prudential-Electric Cos. Tie In Sun. Com'l Afters For Hour Kern Tribute

CBS on Sunday (9) is doing a full-hour tribute to the late Kern with both the Nelson Edel-Electric House stanzas and the Prudential "Family Hour" shows being thrown together, and the two sponsors paying the freight for an ASCAP-inspired memorial program.

It'll be a two-way N. Y. and Coast pickup, with Diah Shor and Judy Garland joining with Eddy and the Bobcats in a tribute orchestra, and the "Electric Hour," for the Constant originating features, and the Prudential "Family Hour" will be produced by Frank Sinatra, Bing Crosby and Hildegarde.

The top ASCAP tunesmiths have lined up the Sunday 4:30-5:30 program, with Oscar Hammerstein II emceeing. The headlines will remain the only list of Kern faves over past quarter century.

Originally ASCAP wanted to go it alone, but agreed to tie in with the joint Electric companies-Prudential sponsors because of the valuable Sunday afternoon time slot. The show, which will be broadcast on the 12:00-1:00 N. Y. line for rehearsal and performance on the 1:00-2:00 N. Y. line, production auspices N. W. Ayer and Benton & Bowles agencies.

With the magazine field planning for unprecedented postwar expansion, it looks like the air will be getting into radio programming to sell themselves and woo readership. On the basis of legislation currently on the fire, there will be more magazine-sponsored shows next year than ever before in radio history.

The Saturday Evening Post, one of the Curtis Publishing Co. mags (outlet it is ready to unbury its new travel mag, Holidays), is blueprinting (as detailed in this issue), its intro into bedtime radio showmanship and is negotiating with NBC, through its agency, MacFarland-Averyard, to take over sponsorship of the Fred Waring morning show. Program would be used to plug all the Curtis mags.

Last couple of seasons has found the Satepost branching out more and more into radio via its ABC "Blue" "Listen" Post show. It also promoted last Saturday's (1) Army-Navy game broadcast.

Although the Satepost gave up sponsorship of "Town Meeting of the Air," it wants to stay in radio and is dickering to replace the show. It also promoted last Saturday's (1) Army-Navy game broadcast.

At the same time, it has a record embracing "Digest" editions in almost every tongue.

It's almost every tongue, but it's also reported lending an ear to current radio.

Life mag for some time has been interested in sponsoring a half-hour "Life" magazine show, having already auditioned a program headed up by Burgess Meredith. Meredith is represented by its Chicago network shows out of Chicago, with True Story bankrolling "My Life" magazine show. Life's magazine has entered radio via its sponsorship of Johannes Steel on the New York WHN radio. Life's magazine is currently airing a weekly documentary, "You Make the News," over Mutual.

## Satepost May Lift Waring Tab

Hottest deal to date for sponsorship of the Fred Waring show, Fred Waring show, is currently in negotiation, with the Saturday Evening Post, picking up the tab if the deal jells. Fred is interested in sponsoring the half-hour musical program, the show-board in its same 11:30 a.m. sustaining slot.

Waring's pact with NBC winds up Jan. 1, with the leader and his orchestral ensemble scrambling from the scene under a bankroller label. Waring has been down in the books for \$10,000 a week as a sustaining show. The deal with the Post is far from happy over the present arrangement since the Pennsylvania Evening Post is a much more expensive musical package in radio.

## Sponsor for a Day

Sponsor has been lined for the Fred Waring show for one day only. On Christmas Day the stanza will be bankrolled by Schuster Candy Co. of Chicago, to plug its new candy arrangements for plugging Old Nick and Bit-O-Honey candy bars.

## Back-to-Back Stanzas Parlay Novelty Staff As Holiday Premiums

In a move to bolster Christmas holiday programs, the network, particularly those whose network shows are sequenced back-to-back, are curbing the number of their super-productions for the Thursday before Xmas (20), with the Young & Rubicam and the NBC network, which is currently running an hour continuity in programming.

General Foods, for instance, is doing a "Show us your super-production" for the Thursday before Xmas (20), with the Young & Rubicam and the NBC network, which is currently running an hour continuity in programming.



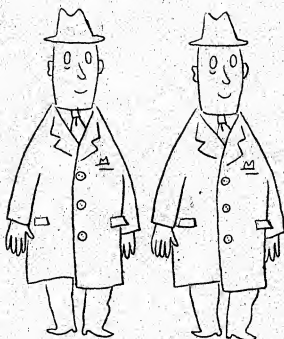




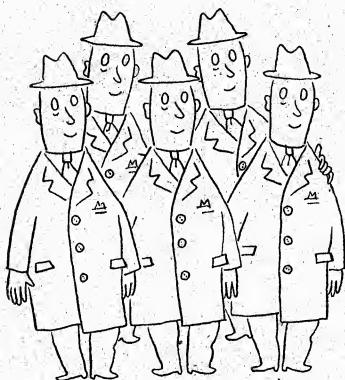
## more on the same subject



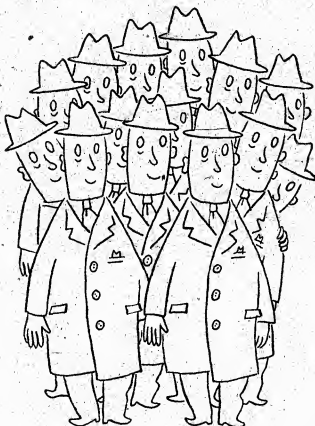
More people live in those portions of the 7 great states covered by WOR (18,399,713), than live in the combined cities of Chicago, Los Angeles, Detroit, Pittsburgh, San Francisco, and St. Louis.



More money — 26 billion dollars — was spent in 1944 by more people in WOR's territory than the combined goals set for the 7th and 8th War Loan Drives by the United States Treasury Department.



More homes in the WOR area have radios than America's largest selling national magazine has readers. Our digit deliverer, Miss Ochs, will remind you that we're talking about 4,704,675 homes.



More stories of how WOR has successfully sold goods rest in WOR's files than in the files of any other one station in the United States. The number, we keep repeating, is exactly one hundred and six.

# wor

—that power-full station

at 1440 Broadway, in New York

## Supreme Court, 5-2, Upsets FCC On New 'Conflicting' Applications

Washington, Dec. 4. The Supreme Court, in a five-to-two decision yesterday (4-2) upset a FCC procedure in the handling of two Michigan applications for a radio channel, and placed in jeopardy the channel obtained by one of them—John Peter—who was awarded the 1250-kc. band in Grand Rapids in June, 1944.

The high court ruled that FCC could not, as it did in this case, grant one of two conflicting applications for a radio frequency without a joint hearing on both requests. A new hearing will be held, it is understood.

In a majority opinion, Justice William O. Douglas upheld the stand of the Ashbacher Radio Corp., "aggrieved" party in the case, and declared the FCC must hear all applications together, when mutually exclusive and "bona fide" requests are made for a radio license.

The FCC granted the request of Peter and then set down for hearing a competing request of the Ashbacher Co. Although Ashbacher took the position that a hearing after the Peter grant was "academic" and "meaningless," the FCC agreed it had authority to modify Peter's license after a hearing on the Ashbacher request.

The court majority held, however,

that the commission was placing Ashbacher in the "same position as a newcomer who seeks to displace an established broadcaster" under this procedure. Under the Communications Act, the court ruled, Peter's license could only be revoked if he failed to operate in the public interest.

In a dissent filed by Justice Felix Frankfurter and himself, Justice Felix Frankfurter argued that the law did not require the FCC to hold hearings on all conflicting applications at the same time, but empowered the commission to grant licenses "in the public interest." The facts, according to Frankfurter, convinced the commission that a grant to Peter was in the public interest, while an okay of the Ashbacher application would have resulted in objectionable interference to an existing radio station (WIBY, Appleby, Wis.).

An argument in the government brief, before the court Nov. 19, declared reversal of present FCC procedure on handling conflicting applications would open the way for a "flood of strike" or false applications from existing broadcasters to discourage competition from newcomers. A FCC hearing on all such conflicting applications, it was pointed out, could "retard development of

### The Gentlemen Regret

George Hinks and Jack Costello were nice and polite about it, but each regretfully declined to withdraw for the other guy in the tight election race for a seat on the New York board of AFRA. The general elections, completed last week, resulted in each of them getting exactly 645 votes.

AFRA is holding a run-off election this week for this one spot.

### CBS OFFERS DIGEST SHOW TO HALLMARK

CBS sales dept. has been huddling with execs of Hall Bros. makers of Hallmark greeting cards and sponsor of the late Sunday afternoon Charlotte Greenwood show on ABC (Blue), on the possibility of the outfit rep-posing the "Radio Reader's Digest" program, which was dropped recently by Campbell's Soup.

CBS would like to spot the show under bankroller auspices in the Sunday afternoon 2-3:30 segment being vacated by Prince Maibachelle. No decision from Hall Bros. as yet.

FM and television." The court, however, emphasized that it would require FCC hearing, before a grant, only on "bona fide" applications for radio licenses. Justice Black and Jackson did not participate in the court decision.

## Inside Stuff—Radio

Quiz Kids sent their record of war bonds sold through all drives past the \$120,000,000 mark Sunday (2) when they staged their show with a quartet of senators in the large ballroom of the Mayflower hotel in Washington. The youngsters received an American Legion award for "Distinguished War Service" for their bond stunts.

Performance was along the lines of one staged last spring with another quartet of senators and played to a jam-packed house which had down \$200 a head for the Roosevelt Memorial bonds which were their ticket for the mission. Show resulted in the Joe Kelly team coming off better than even against Senators Murdock, Stantel, Taylor and Ball. Senator Glen Taylor, the one-time radio singer, also offered a cowboy song, accompanied by his guitar.

Senator Kenneth McCellar, president pro tem of the senate, acted as judge, and the Capitol Hill delegation was also the subject of considerable prompting from a number of legislators who occupied front seats for the performance. After the show, ABC (Blue) tossed a supper and reception for the Quiz Kids and a selected group of prominent guests.

When Morris S. Novik, director of WNYC, New York's municipal station, steps out of that role the end of this year, he'll be lugged by the trade for his supervision of the country's leading non-commercial station and for his co-operation with indies in this area on public service ventures. However, interesting to observe is his operational policy which provided a training ground for many web and station execs and artists. They all started on WNYC: Tony Marvin, CBS announcer on Johns-Manville shows; Jack Goodman, asst. manager of KALL, Salt Lake City; Charlotte Manson, a leading web actress; Ted Cott, WNYC, N. Y. program director and emcee on MBS' "So You Think You Know Music"; Palmer Thompson, "March of Time" staffer and contributor to "Molle Mystery"; and Kate Smith shows, Russ Jans, CBS shortwave exec; Dan Edwards, NBC's "The Big Show" director; Melvin Elliott, WOR newsreader; Joe Hassel, WJZ sportscaster; Dick Pack, publicity director of WOR before joining AAF; Mitchell Grayson, ABC (Blue) chief director, producer of "The World's Best" "New World A-Comin'" and John McCully, now known as Dennis Day.

Some 3,000 execs of ad agencies and potential radio bankrollers blinked hard last week when they got what appeared like a long strip of railroad tickets to a lot of places from New Haven to Camden (N.J.). But it was all a promotion stunt dreamed by WOR's ad-promotion chief, Joe Creamer.

## Lyon Bait's CBS On Script Item

Editor, VARIETY:

New York. In your issue of Nov. 14 you carried an item about the CBS Workshop coming back on the air, noting that there was some dissatisfaction expressed by Radio Writers' Guild members on CBS' ideas as to what constitutes adequate payment for a Workshop script. Because the item included a relatively complete statement on the Creation position, it occurred to me that perhaps you would like to get a relatively complete statement of the Guild's position as well.

I had two long conversations on the telephone with Doug Culter a day or so prior to his recent promotion. In the second of these conversations he informed me that CBS was adamant in refusing to alter more than the \$100 for a Workshop script. The purpose of each conversation was to request me as an official of the Guild to circulate the information about the Workshop coming back on the air to the Guild's membership usually.

Now it must be recognized, first of all, that the Guild's membership certainly welcomes the reappearance of the Workshop on the air. There are entirely too few programs currently being broadcast by radio writers. I can write a script which has as its only requirement that it be good radio. It will certainly be new to anybody that by far the greatest proportion of current programming requires. I am a radio writer to rigid formulae of one sort or another. Any relief from the formula writing, therefore, is to be heartily welcomed.

But the Guild can't by any means agree with the CBS position that \$100 is adequate compensation for a Workshop script. CBS spokesmen have said that they are not interested in the "establishment" but that they are interested in helping young unknown writers to break into the industry and that for these writers, the prestige of having their work broadcast on the Workshop should be ample. This showy becomes lying on their part. One wonders whether CBS will approach the question of music composition, music performance, acting and direction with the same unimpassioned attitude. There are plenty of youngsters who are just taking up the violin; perhaps CBS would like to undertake to offer them the right to play in the CBS orchestra on their Workshop program for less than the Federation of Musicians scale (whatever prestige may accrue). CBS helped to bring the talent of Bernard Herman to a large audience; do they propose to have the music on the CBS Workshop script? So

(Continued on page 32)



## When teen-agers talk things over ... WTOP listeners get some startling surprises

Every Saturday morning eleven Washington high school girls gather around a WTOP microphone and talk frankly about their lives and loves. It makes interesting listening, to say the least. For each is a bright-eyed, brisk-stepping member of the most impressive age-group in America today—the teen-agers.

No subject is safe from their youthful candor. They argue as seriously about the problem of "bringing up parents" as they do about the advantages of "going steady." They ask questions like "Do girls prefer the cave-man type?" "What about blind dates?"—and answer them, provocatively! There are no dull moments for the lone males they regularly invite to defend the man's point of view—or for their audience of radio listeners. But both have been known to squirm at times.

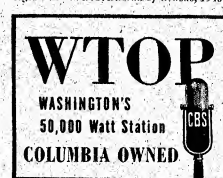
That's WTOP's Junior Band (9:45-10:00 A.M., Saturdays)—a program so typical of America's teen-agers that the "March of Time" made it part of a recent nationwide release, "Teen-Age Girls." It follows another WTOP

young people's program called *Saturday Take-Down* (9:15-9:45 A.M.) which has received these jive-schoolers' highest compliment, "Groovy" is how they describe it.

And "in the groove" is a good way, indeed, to describe WTOP's teen-age programming. It's the kind that makes Washington's 65,676 boys and girls in their teens' tune to WTOP first... and puts WTOP first on the media list for reaching this fast-growing Washington market.

\*This one is available!

\*Ages 13-19 in D.C., Bureau of Census, 1940.



REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS

# Bouquets for "BRIDE and GROOM"

from Variety

from The  
Hollywood  
Reporter



**"BRIDE AND GROOM"**  
With John Nelson, emcee; Jack MacElroy, announcer  
Producer: Jack Masterson  
30 Mins.; Mon.-Fri., 4:15 p.m.  
Sustaining  
WIZ-ABC, N. Y.

This is the latest of big daytime audience participations, and it's a honey. It started slowly when it premiered this week (26), but it showed every sign of a show that will build, and fast.

Idea is simple enough: Bring an engaged couple to the mike, let them get hitched right then, and shower them with out-of-this-world gifts. By way of warming up, emcee John Nelson put on also several couples who've known the marriage racket for terms ranging from three years to 58. There was a bit of nervousness on the opening—and it wasn't all confined to the guests. But the gifts bestowed on anyone and everyone concerned, from the aged pair's Gruen watches to the stuff stacked on the young betrothed chosen for the day's ceremonies, were enough to make any listener's mouth water. And since that's one of the purposes of this type of participation—letting the listener gorge with riches by proxy—the larger the largesse, the higher the Hooperating. And when the rating comes, can a bankroller be far behind?

Cars.

## BRIDE AND GROOM

Adrian Samish, program director for ABC, producers, John Nelson for idea together; Larry Robertson, for the network and writer John Reddy, together with John Nelson, the emcee, and Jack McElroy, the announcer, can take a bow for a great show.

Bride and Groom's format is not exactly new, gimmicks and payoffs are almost as old as radio; in itself, but here is one program that could easily out-shine and out-distance all of the rest of the current ones on the air— including "Queen For A Day," if it can keep the pace it set yesterday.

Romance is still the best format with which to win listeners, and this sustainer grabs its romance right at the altar. Everyone loves to go to a wedding. This package brings the wedding off by private plane for New York and a ten-day all-expense honeymoon for Paul Mantz, will fly the newlyweds to their honeymoon spot, with advertisers throwing in household goods, silver and linens.

Bride and Groom is being offered to sponsors on a Monday-through-Friday basis. The ailer is carried by 76 stations with the origin point in Hollywood. The live broadcast goes to the East at 1:15 p.m. and is transcribed for the West Coast at 3:30 p.m. The half-hourer is not going to be a sustaining show for long.

Who will be the  
smart advertiser  
to snap up this  
new daytime hit?

American Broadcasting Company

## Long-Range Video Passes Mark In NBC's Coaxial Football Transmish

By BOB STAHL

Probably the largest audience ever to witness a single television program was introduced to the wonders of long-range video transmission Saturday (1) when WNET (NBC, N. Y.) accented the Army-Navy football game the most comprehensive and elaborate coverage yet given a video field pickup. Utilizing the Bell System's coax cable, the game was transmitted from Philadelphia's Municipal Stadium to New York, and carried through NBC's facilities on a three-station television network that also included Station WPTZ in Philadelphia and WRGB in Schenectady.

Excepting two or three times, when the screen went blank due to still-unexplained technical difficulties, viewers saw the entire game from a 60-yard line seat in the warm comfort of their own homes, from the time President Truman entered the stands until the final whistle. RCA's super-sensitive image orthicon tube, coupled with a special 40-inch screen mounted on one of the other two cameras, provided closeups of most of the game's best action that were far better than those obtained by 10,000 shivering fans in Philly. Show had its minor faults, of course, but more than amply demonstrated the opportunities to be provided by television when the sufficient industry emerges from

its swaddling clothes and the technical kinks are ironed out. Chief fault, insofar as the viewers were concerned, was the manner in which the camera remained glued to one player after the announcer had already switched the audience's audio attention to something else. As, for example, when the announcer was describing the antics of a dog on the field and the camera was still "locked" to the midshipman's pregame drill. Fault, according to NBC executives, lay in the invariables of the over-sized lens which made the camera too heavy to be swung fast enough on its axis.

Blurred images on some of the closeups, which were also traceable to the large-sized lens, provided another drawback, and the razzle-dazzle of football's T-formation also proved a stumbling block, with the camera unable to follow the ball in many instances. Designed to fool the opposing team, however, the intricate plays of the game were not the fault of the cameramen and will naturally not be present in other broadcasts.

Sponsored by the Curtis Publishing Co., the show was a preview of long-distance television service to be available on a regular basis from Washington to New York in January. Transmission was made possible through the coaxial cable, which functions by channeling a radio beam and amplifying it at regular intervals of about five miles.

## B&K Video to Televisé Chi Coliseum Sports

Chicago, Dec. 4.—First step in its postwar program, expansion plans were taken by WBKB last week when contracts were signed with the management of the Coliseum for exclusive telecasting of all events taking place there in the next five years. These will include all sporting events.

One of the first moves of the telecast will be the "Products of Tomorrow" Exposition opening April 27, an American version of the famed Leipzig Fair. WBKB will be ready to make on-the-spot telecasts of the Coliseum event after the first of the year, said William C. Eddy, director of the Ballou & Katz video unit.

## NBC's D.C. Video Building Permit Loses Priority

Washington, Dec. 4.—Possibility that NBC, the leader in the low-frequency video field, may be shut out of the important Washington market, looked bleak last week. FCC refused to reinstate a NBC video construction permit authorized back in Dec. 1941, and ordered the web to be considered along with eight other applicants for the four available D.C. channels. Wova owns NBC here.

Commission Friday (30) ordered a consolidated hearing for Washington applicants in its first step to get more tele stations on the air since it released its new rules for video operation early last week. Hearing date, not announced, is about two months off.

Interesting angle is that WOL, the Cowles-owned Mutual outlet here, and WTOP, CBS-owned, are not among the nine applicants. They are waiting for ultra-high to come along in the next year or so. There have also been rumors in trade that CBS might tie up with WOL as its Washington video outlet. This would be odd because the Cowles Bros. dropped CBS affiliation for some of their standard broadcast properties, and lined up with ABC (Blue) instead.

NBC, which will have to scramble for an outlet, has already gone ahead on plans to erect a television tower here. It is in the same boat as Bamberger Broadcasting, whose original construction permit has also lapsed, although that company is going ahead with plans for a television broadcast tower.

The nine applicants, in addition to CBS and Bamberger, are Marcus Loew Booking Agency; DuMont Laboratories, in which Paramount Piz has a 37% holding; the Evening Star, operator of WMAL, ABC outlet here; Washington Times-Herald, published by Elenor Patterson; the Patterson-McCormick clan; Scripps-Howard Radio, Inc., which owns the Washington Daily News Capital Broadcasting Co. (WVDC); and Philco Television and Radio Corp.

The situation creates the possibility of all four major network outlets here might be frozen out, and that the webs would have to scramble for new D. C. outlets to handle their low-frequency video programs as soon as network shows are set.

## DuMont Set to Split In Tele With Added Finances

With assets as of Oct. 7, last of \$2,416,000, and cash of \$2,188,000, including \$1,453,900 in cash obtained on financing during the final quarter of last year, DuMont is prepared to invest heavily in the development of television and to take advantage of this field's potentialities.

According to Paul Tabourn, statistical executive at Paramount and in charge of Par's television activities, who also holds post of treasurer at DuMont, the FCC allocation of television channels to major cities does much to "clarify broadcasters' and manufacturers' conceptions of the industry's future. He adds that "it gives justification to their investment in even more job-producing capital in television experimentation and production than would formerly have been sound business."

## Television Review

"AMAZING ADVENTURE OF JOE KELL" with Joe Kelly, Robert Ellis, Phil K. Nathan, Tex. Morrissey, and W. J. Walters. From Harris, MacBroomman, Producer: Fran Harris. Camera: Rachel Stewart, Esther Rakewitz. Time: 12:30, 3 p.m., 8 p.m. (CBS, 12:30, 3 p.m., 8 p.m.)

Simple, though effective, this is a step in the right direction toward the production of a series of stories for children. Based on characters from the "Children's Hour" created by Carlyle Emery, a book distributed free to buyers of Acornbush shoes for children, the show opens with Timothy Taylor's mother (Betty Babbitt) reading from the book as he (Robert Ellis) is ready for bed. In a dream sequence that follows, Joe Kelly, as Puffy Rose the clown, whisks him away on a star to the "Land of In Between" where Tim is introduced to an animated "shoe character" and the animated "Land of In Between" where Tim is introduced to special prizes to "Trees" brings in the commercials in an easy manner, and to the author of Funk, the Mule (Tex Morrissey) and the author of the animated "shoe character," the elephant, and Peter Monk, the monkey, as manifested by Ben and Jerry in sound effects. As for his mother, Kelly's the next morning, and he is introduced to a tree is visited by the younger for "The Commercially." Considering the limited facilities, WBKB studio and its equipment, the show is a very good job. While manipulation of the materials and other minor details were not as good as they could be, the net was definitely a quality effort. Camera work and other technical details maintained a good level, with Mary Hastings and Fran Harris' script displaying some thought. With the Acornbush Shoe Co., division of the General Shoe Corp., plays the role of the dealer, Marshall Field & Co., sponsors the show here on a local merchandising and sales basis.

## Lyon Bait CBS

Continued from page 30

Youngsters who are seeking prestige.

Without presuming to do any thinking for the program executives of CBS, I think it is safe to state that what CBS is anxious to get is thirteen good scripts. All the talk about "established writers" versus youngsters breaking into the field is beside the point. CBS wants to find new talent and it is a very practical and desirable position to take. It should be no news to them that they can find new talent among the writers as well as among youngsters by the simple process of riding this half-hour radio of the day with its strict formulae. And certainly, for a good half-hour script, whether it comes from an established writer or a beginner, the compensation should be at a level commensurate with CBS' own position in the industry.

CBS will find it difficult to convince Guild members that it is finding it difficult to meet its bills at the end of the month. CBS will find it difficult to convince Guild members that it is impossible to pay \$200 for this sustaining show, when \$200 has been the accepted price for other outstanding half-hour programs. I predict, and find it extremely difficult to get thirteen good rate radio scripts for the Workshop, and continue to insist that they will not pay more than \$100 for each.

Peri Lopez, Vice-President, Eastern Region, Radio Writers' Guild.

Protest Lodged With Kesten CBS's payment of \$100 for scripts for the network's Workshop has been protested by Radio Writers Guild in a letter to Paul Kesten, CBS exec.

Communication, signed by Margaret Kallen, executive secretary of the Guild, reads: "I have been instructed by our Council to inform you that the Radio Writers Guild deprecates the report that CBS payment for scripts purchased for the new series of Columbia Workshop is only \$100. The Guild recommends fee for a 30-minute transcontinental script at not less than \$250 on a freelance basis. Columbia Workshop is a prestige program for the network. It should deserve to attract and stimulate the best writing talent. This cannot be done with a script fee far below the going rate for TV dramatic scripts. It would be happy to be advised by you that the fee has been revised upward."

## S. Cal. Erupting In Tele & FM Bids

Washington, Dec. 4.—Seven applications involving the transfer of two standard broadcast stations and construction of new standard FM and television outlets in Southern California were announced yesterday (3) by FCC.

Dorothy Thacker, president of the New York Post and operator of stations WLTH (N.Y.C.) and KYA, San Francisco, has filed application to buy KMTB, Los Angeles. Thacker will pay \$375 a share for 748 controlling shares in KMTB.

Transfer of WRO, Sacramento, from the Royal Miller Radio Co. to the Horn, president and sole stockholder in KARM, Fresno, for \$120,000 was also announced.

The Orange County Broadcasters' Inc. Company, headed by J. H. Cannon, has applied for a new standard outlet, KOCB, 630 KC, five miles from Los Angeles.

In the FM field, the Los Angeles Broadcasting Company has applied for a station in L.A., K-L Cord 100 as the new FM outlet. K-L Cord 100 is president of KPAC, is president of the Los Angeles County Broadcasters' Association, and by Radio Broadcasters, Inc., whose president, Frank Dougherty, is a Hollywood attorney and former owner of KMTB, and KPLA. The Central California Broadcasters, Inc., licensee of KTR, have applied for a new FM in Berkeley.

Dallas.—Keith Baldwin has been named new national sales manager for WFAA-WBAP and KOGO. He comes here from WABZ, Cleveland.

**WDCB**  
HARTFORD, CONNECTICUT  
**WDCB-FM**  
Biggest Show in Town!  
7 to 9 a.m.  
Write Wm. M. Molo, WDCB, for Complete Details

Where "Dun & Bradstreet" meet "Hosper & Crossley" **WJNO**  
THE VOICE OF THE NEW SOUTH  
1000 W. BROADWAY, JACKSON, MISSISSIPPI

**Singin' Sam**  
Management  
**LAWRENCE GOLDEN**  
745 Fifth Avenue - New York 22, N.Y.  
A Voice In Your Future  
**JOHN TITLMAN**  
CBS Announcer  
Serving in the Army

**KNOW-HOW DOES IT!**  
**Farm Programs Through the Air With the Greatest of Ease!**  
KLZ has long recognized its obligation to provide its farm and ranch listeners with the many practical, useful services of which radio is capable. During the last decade KLZ has gradually expanded its service to include all the new and future developments which are being made in the way of farm service department and exclusively to the advancement of farm and ranch life and of way of life in the Denver region.

**DENVER**  
5000 WATTS ON 560 Kc  
REPRESENTED BY THE KATZ COMPANY



# Another KRNT Personality

**Now!**  
The Original  
**M. J. B.**  
EXCLUSIVELY ON  
**KRNT**

Gene Emerald, since of "The Gene Emerald Show," the weekly after-noon show and a popular personality with music and a variety of other material. A lively, down-to-earth program that's a real Hooper.

Joe Hachett, with his up-Bright spots, is recognized as a sports authority and a leader in the example of KRNT personality program.

Katy Wells, conductor of Women's Club at the Air, and significant reader of her column. Her daily Hooper program, attention, and her own and future interest in the community, is another example for this brilliant personality.

Your Neighbor Lady, broadcasting her own a half-hour each week, day, is one of the station's outstanding personalities. Friendly, well-known, she's prepared to advertise that public sales are found in people's minds and hearts.

Stanley Eisen, formerly heard on the Mutual Network. His two daily programs, plus one on the Mutual, are heard by the local, family, and have become Hooper. Author and public speaker — much in demand.

Glen Low, Seven years with the right answer. Each night at 10:30 and 10:50 he has the "That the news comes on to law" is a well-known as the "How Can Song" which report is a community leader — and everyone respects his stings.

Russ Van Dyke, Two morning news-casts daily, gives in careful, concise, lively keep present up in the minute and help keep KRNT's overall ratings in the lead.

This announcement should cause more than a ripple among experienced buyers of radio time. They will remember that "M.J.B." skyrocketed to 32% of the St. Louis listening audience ... topping all eight St. Louis stations.

Back from 3 years with Uncle Sam's army "M.J.B." is now weaving an experience-winning program pattern for KRNT. 6:00 to 8:30 a.m. every weekday morning.

Of course "M.J.B." hit the airwaves in Iowa with a salvo of publicity. KRNT believes in that sort of program promotion ... the kind that built a six point rating in 13 weeks for the Gene Emerald Show ... that helped establish 45.2% of the morning and 30.3% of the afternoon audience for KRNT. The kind that promoted 44% of the Sunday afternoon and 40.9% of the Sunday daytime audience ... that jumped the ABC nighttime audience in Des Moines more than 7%.

Yes, "M.J.B." is making Iowa radio history on KRNT ... with a program that early-morning Iowa listeners want to hear.

ASK YOUR KATZ MAN ABOUT "M.J.B." ... and KRNT.

THE COWLES STATION  
FOR DES MOINES  
**KRNT**  
REPRESENTED BY KATZ AGENCY



# Web's Top Show Costs Too High For Average Blood, Sez Hub Agency.

Boston.

Editor, VARIETY:

I was very much interested in your article last week, concerning the high costs of top air shows. It is a timely article and one that we here at the H. B. Humphrey agency believe indicates a radio fault which, if not checked will lead ultimately to a setback for broadcasting.

I do not think, however, this condition is entirely the fault of agencies in general. You and I know there are several big corporation heads who have contributed heavily to the merry-go-round by insisting on buying the best-known talent no matter what the price, and the result has been an auction, with the talent the winners.

Two of the larger networks haven't helped either: good talent reserved for the most badly-hoped talent only, with the result that they are always trying to "beat" each other's shows—instead of doing what they should be doing: broadening base of network by encouraging new advertisers.

How many agencies do you know, other than the top few, that are competent to jockey with the networks in obtaining even fringe talent?

Ask any Central New England radio station, and you will find that this situation exists the greatest, least influence in Central New England. The answer will be WTAG.



## WHAT DOES TELEVISION MEAN TO SHOW BUSINESS?



### What effect will television have on actors and acting techniques...

### On directors and their working methods...

### What are the problems of makeup, lighting, camera work...

### Of staging and production?

THE answers to these questions, which spell out the future of every man, woman and child in show business are now available for the first time. This trail-blazing book by a pioneer television writer and author, definitive and authoritative volume to cover the whole field of television, lifting the curtain on the latest technical developments, and discussing them in clear and simple language. A few of the many subjects covered:

- Acting techniques
- Camera techniques in color-work
- Lighting and on-the-spot reporting
- Coverage and make-up
- Makeup picture sources
- Visual effects
- The television commercial

Just published, TELEVISION—The Eye of Tomorrow gives you

time? There are several good jobs, but in all, there's just a handful, and all together they don't represent much financially in the network picture of today.

Do the networks send around missionaries who know how to sell the use of radio? They do not. They call up or send a telegram saying they've got Fred Waring for sale. The best of a network proudly announces he has five of the ten top advertisers on his network? Good for him, and even him all the luck in the world. But when is someone coming around to show me why and how a medium-sized national advertiser should and could use network radio?

Getting to costs: Why—even in fringe time—must a client of mine be made to feel he has to have a high rating show? To illustrate, a client of this agency sponsors Cedric Belfrage. Total cost for time and talent, \$5,000. latest Hooper rating, 4.2. Result: cost of time and talent, less than \$1,000 a point. Thus, we have delivered cost instead of something we feel is more important to him than just a high, wide and expensive Hooper—low, and—advertising. How many shows can say the same? Sure, there may be a flock of cancellations of low-rated shows, but there shouldn't be. If each show had been bought to do a job at a reasonable cost instead of paying a fancy price for a name, and a Hooper which nine times out of ten turns out to be no so high.

Suppose a much larger advertiser takes his high-priced show and splits its cost into four or five medium-rated, moderately-priced shows, each with a different appeal? Would not the advertiser, the networks and the near-great talent all benefit? The advertiser would probably wind up with a more diversified audience and a better point cost; the network with more time sales and incidentally develop some new talent—and some youngsters either in age or success would get a chance.

The point I am trying to make is that the largest advertisers and networks have created this situation themselves. The cure? Let

(Continued on page 37)

By  
Captain  
William C.  
Eddy

# From the Production Centres

IN NEW YORK CITY . . .

Looks like Kenay Delmar has started something. Title Senator Claghorn—Claghorn, that is—double take routine on the Fred Allen show is already beginning to circulate the top comedy shows. . . . Edgar Kobak, Jr., of the Mutual press, out of uniform, is back at ABC in the interim. . . . Linnea Nelson, chief time buyer at J. Walter Thompson, has a new assistant, She's Mary Sachuk, formerly of WLAW, Lawrence, Mass. . . . Although its Ford bid is being switched from Chicago to New York, as pointed out in last week's VARIETY, J. Walter Thompson says reports about shutting its Detroit office "taint so, and that the Detroit setup is being expanded with a new vice-president and some top men. . . . Davidson Taylor, new CBS director of production, has been busy the past fortnight holding a series of intra-departmental meetings. These included first a meeting of the supervisors, Paul White, Larry Puck, Roy Langham, James Fagart, Robert J. Landry and Lyman Bryson, followed by a separate meeting of all the staff directors. . . . Taking over Leo Mishkin's desk in the CBS huckery as plunger for some of the net's top shows and stars is Dorotea Dunham, recently with OWI overseas branch and before that with the Des Moines Register. . . .

Maxine Klotz scrippling Norman Brokenshire's quarter-hour "Show, Remember," on Mutual. . . . Ray Kremer has checked out as director of "General Station" to write, direct and supervise shows for Lambert & Press. . . . American Album of Familiar Music' announcer, now second prize in recent Allstar Show for his painting, "Confusion on a French Road." . . . Eugene Chapell added to "Barry Cameron." . . . Walter Vaughn, Dan Ocko, Mitzel. Could new trio on "Front Page Farrell."

Robert G. Kohn, who publicly held, under a record, could for Photoplay magazine starting with January issue. . . . Alice Gershon, who handled preparation work on "Behind the Scenes at CBS," has been assigned to the new "Robert G. Kohn" show. . . . Robert G. Kohn, who is now director in CBS' Education dept., and Virginia Gaskell, staff writer on "We the People," were married in New York on Friday (30). They honeymooned for two weeks in the Catskills. . . . The new show was set for the Rochester Symphony Sound (32), his first venture into the longhair field. . . . Richard Sanville, CBS director, has been put in charge of the radio production course at NYU's Radio Workshop. . . . Sanville has been giving a course in advanced script writing to NYU for the past two years. . . . Karl Boniville, organist on CBS' "Billie Burke Show," replaces Matty Metnick as musical director of the show's ensemble. . . . "The Northerners," a new MGM, Chicago, show will do the 2:30 P.M. with music by George Crandall, CBS director of press information, today (Wed.).

After 10 years as sports radio head of N. W. Ayer, Les Qualey assumed the post this week as director of the new Bureau of Sports and Radio, Sports Institute, with headquarters in New York. . . . New show skidded to bow in over WNYC tomorrow (Thurs.) will be an information scoreboard for New Yorkers and transients alike who want to know what to do and are over the weekend. . . . Its tabloid "Weekend Around Town" and is groomed by Mike Jablons and Allice Lloyd. It'll have guest celebs. . . . Alice Reinhardt, actress on "Life Can Be Beautiful," and actor Les Tremaine getting married in the Park Avenue Methodist church on Fri. (11).

Raymond Edward Johnson, Just out of Army, delaying decision on returning to "Inner Sanctum" pending chance for a Broadway legit show. . . . Mutual's new Saturday afternoon show, "The American Show," will start, day 10 p.m., to Wednesday at same hour, with Ralph Sankey's hypnotist stanzas being yanked from later spot. It's a question now whether Slater goes to "Audition" time or not.

WNWS' "Newspaper Game" series getting selected by New York Newspaper Guild via a "Page One Award" at tomorrow (Thurs.) night's ball. . . . Elaine Rios taken ill during "Gangbusters" rehearsal Sat. (1), and bedded over weekend with flu. Doris Grundy filled in. . . . Sportsman's Club will start a new session on WOR next Sunday (9), titled "Lomax Celebrity Album." He'll bring in the movie noted sports figures, first being hockey mogul Lester Patrick. . . . Brooking, King & Co., haberdashers, is the sponsor.

IN HOLLYWOOD . . .

Murray Bolen back from confabs at the Compton home office with a vice presidency. . . . He joined the agency on last June. . . . He's now radio director. . . . Hank Carson now solo scrippling the Kay Kyser show. . . . Freeman Keyes, top kick of the Russell Seese agency, engaged John Gudebel Radio Productions to handle the Red Skelton and Charles Cavallari programs, marking first time in Hollywood an organization was given production supervision over an agency's shows. . . . By expert manipulation and with the aid of a steno, Mrs. Carson's program director, Lew Press, managed to squeeze in all the net's Tuesday shows, which roll along to their end. . . . Bottleneck threatened when Red Skelton resumed for his new show, but the net's program director, for the time being, was war's outbreak. . . . Arch Oboler forgetting about radio and taking a trip to Mexico between picture chores at Metro. . . . Alan Young coming out after first of the year for a picture at 20th-Fox. . . . Length of his stay depends on studio's reaction to his cinematic appeal. . . . Wb. Elchebier, formerly sales exec with Don Lee and Mutual, opened offices here and in Frisco as publishers regis. . . . His partner in the office is Hub Kenna, who'll boss the Frisco office. . . . Bob Hall, ABC Cost publicity head, acted as host to first set of newbycoms on the chain's "Brink and Groom," plane-bound for picture break. . . . Randy MacDonough wrote screenplay of "Mistaken Identity" and now Silvia Richards, who builds the "Sunbeam" scripts, will fashion the working for "The Secret." . . . Gilbert Seelen has a film studio deal with Weis and Willing. . . . So is Ronald Colman and a half dozen other. . . . Irene Fontaine is being packaged. . . . So is Ronald Colman and a half dozen other. . . . In fact, who isn't? . . . Cass Daley will pay off his debts after his CBS show's London boogie while on hiatus from Fifth next summer. . . . Combs were contracted before the war. . . . Jack Kirkwood promised to write a picture for the net's "Gangbusters" after his film. . . . CBS can clear suitable time. . . . Strip through put David Street in the hospital. . . . Sid Strutz took a swank party for the Frank Mullens at the Hill. . . . Hill, who's been away, his Navy blues and his Mutual sports commentary from KTH. . . . Arlie Phillips, Trust Board's. . . . Scott Elliott left cast of "Date With Judy" for New York stage play.

## One-a-Month-Taggart Out

Tom Taggart is out of the Army and has resumed his career as a radio and motion picture writer. . . . Before entering the service, Taggart achieved distinction among the writers for turning out a new three-act play every month for 10 years—with every one subsidized. . . . He has been published and produced by Samuel French publication agencies, star.

## CROSBY'S ABC BOND SHOW

Bing Crosby set for special Variety Broadcast over ABC Thursday (6) 11:30 to midnight. . . . The show has been scheduled as extra time to fill final part of bond campaign and with mostly material with Paul Whiteman and his band. . . . There is a possibility that Frank Sinatra will be a last-minute added star.

# Radio in All-Out For Gobs at Xmas

Washington, Dec. 4.

Radio plays a prominent part in the Navy's plans for a festive Christmas, with many top Hollywood agents among those whose voices will go out to the men in the Pacific.

Feature will be transcriptions of the special "Christmas Command Performance" being shipped out to more than 500 stations all over the globe. Shows will be picked up by ships, advanced bases, hospitals, etc. Two-hour program will include: Bob Hope, Bing Crosby, Dinah Shore, Harry James, Herbert Marshall, Jimmy Durante, Ginny Simms, Jerry Colonna, Johnny Mercer, the Pied Pipers, Judy Garland, Ed Gardner, Frances Langford, Kay Kyser, Cass Daley, Frank Sinatra, Mel Blanc, a choir led by Bob Mitchell, teaman first class; and the Armed Forces Radio Service Orchestra led by Walter Shuman. . . . Ken Carpenter emcee.

In addition to the other programs featuring Count Basie's band, Lena Horne, Lionel Barrymore and Bing Crosby.

Navy is also shipping out recording of Christmas Carols and has arranged for families back home to hear recordings of the gobs' efforts. Three hundred recording machines and 250,000 radio sets were down to ships and island bases, with arrangements made to speed the mailed recordings back to the families.

**NORTH EAST SOUTH WEST**

**WANTED**

**MANY PROSPECTS FOR MANY ADVERTISERS**

**NOW ON**

**LA VINNENNES, IND.**

**For**

**COW CABIN BRAND FOODS**

**GEORGE E. HALEY TEXAS RANGERS LIBRARY CITY PHOENIX, KANSAS CITY, MO.**

**CAN ADRIAN & CUNYCH PRODUCTIONS**

**Chicago's BEST NEWS SERVICE AP-UP-INS W-I-N-D**

**500 Kc. 5000 WATTS**

# The WNEW "MAKE-BELIEVE BALLROOM" with MARTIN BLOCK

*Still leads them all!*\*



## WNEW 'Ballroom' Leads For Period's Ratings

According to the September Pulse report, WNEW's (N. Y.) "Make-Believe Ballroom" during the across-the-board hours of 10-11:30 a.m. and 5:30-7:30 p.m. has a better average rating for the 14 quarter-hours than any other station in its area during the same period.

Current average ratings for the other four leading N. Y. stations are: WABC, 3.4; WAAF, 3.4; WOR, 2.7; WJZ, 2.6. WNEW's is 4.4.

VARIETY—October 24, 1945

## MARTIN BLOCK

One of America's  
Greatest  
Salesmen

\*The November Pulse shows  
an even better picture.

It's another favorite program on—

# WNEW

NEW YORK 22, N. Y.

**1130**  
ON  
YOUR  
DIAL

TEN THOUSAND WATTS—ON THE AIR TWENTY-FOUR HOURS A DAY  
REPRESENTED NATIONALLY BY JOHN BLAIR AND COMPANY

# Stix Say Nix to Soaps and Pop Music; News Gets Nod as Radio's Main Forte

Washington, Dec. 4.—Radio survey which may be of prime importance to radio advertisers and agencies and may result in some shifts of programs designed to interest the rural audiences, was announced Friday (30) by FCC. It is the "Survey on Attitudes of Rural People Toward Radio Service," made by the Commission and the Dept. of Agriculture.

Highlights of the survey: Farmers prefer news, weather and crop reports more than high budget variety shows with fancy name stars.

Farmers generally prefer hymns and religious music to any other kind of entertainment program. Old time music was preferred by 50% of the farm men and non-farmers twice as many as gave top rating to the entertainment program next most commonly liked.

Radio was listed as the most important source of news for the farmer. The soap operas proved highly controversial in the sticks. Among women, both farm and non-farm, rural, they stand second only to news in importance. Yet when the rural women audiences listed the programs they cared for least, the soap operas were in the top category. Practically none of the men in the tall corn country showed any preference to serials.

In addition to soap operas, the

programs most disliked by the farm audience were popular dance music and classical music. Renson for the dislike of classical music was entirely different than other dislikes. Farmers explained that they did not understand the classical music programs.

Survey, which was taken in connection with the hearings to be held beginning Dec. 10, was designed to eliminate clear channels, may give a boost to the radio newscaster and commentators with the advertisers.

Survey was a sample of 2,535 rural households in 116 counties, in which 4,292 interviews were obtained.

## Gussman Vice Menkin

Charles Gussman takes over as scripter on the CBS cross-over board "Sparrow & Hawk" on Dec. 10. He's the fourth writer inked into the spot since the show bowed in earlier in the year.

Gussman succeeds Larry Menkin, currently in uniform, who is being shifted to the Armed Forces Radio Service in Hollywood. Letter writer with "Hawk" on Dec. 7.

## Burke, Mullen, Atwood Head Frisco Scripters

San Francisco, Dec. 4.—Officers for the coming year have been elected to head the San Francisco chapter of the Radio Writers' Guild.

They include: Chairman, Edward Burke of ABC (Blue); vice-chairman, Robert Mullen, freelance writer; executive secretary, Mary Atwood of ABC.

The Guild has just completed contracts with both ABC and NBC newscasters in San Francisco, which establishes minimum wages for staff writers and other benefits.

## Radio Reviews

Continued from page 35

cast labors diligently to help out a laugh.

Judging from first few broadcasts, the hotel must have been built somewhere in the high-tassled "corned beef" zone. But in the two weeks, the program has shown tremendous progress and is beginning to show much possibility of being a fair vehicle of local programming. Individually supporting members of the cast do creditable jobs.

Chet Zohn returns to the mike after a long absence as a tenor in a takeoff of the "Kid" singer of the "Dorothy" show. Dorothea Brooks and "Stubby" Gordon, along with Carroll do excellent jobs as individual performers, with Dick Roll and Gloria Brown showing much promise. Tom Haley, as announcer and hotel owner turns in a stellar bit of work.

More work on the continuity side and not so much forced effort will figure out how to go on in making Dodge-Podge Lodge a good half-hour show.



## The New Realism

Chicago, Dec. 4.—Eyebrows were raised last week when the WGN publicity dept. sent out invitations for the kickoff of a new half-hour airer. "Copy read."

"St. Joseph Hershey McGilvra, N. Y., as account executive."

"Mr. and Mrs. on Sunday after noon, 2:30 to 3 p.m. Prizes and surges."

"Platters, copy chief."

"Platters, copy chief."

"Platters, copy chief."

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"Platters, copy chief."

## New Civilians

Dick Gerken, chief petty officer U. S. Navy, out after four years, and Joseph Hershey McGilvra, N. Y., as account executive.

Ex-Capt. Leonard Redow, former Chicago radio actor, now out of service and located in N. Y. was producer of Anglo-American Players at Scala Theatre, London, and now on shows at Madeline theatre, Paris, both for GIs.

Lieut. (j.g.) Ed Dunlap, formerly with WHN and WINS sales, out of Navy after three years, and now with World Broadcasting, N. Y. sales dept.

Ex-Corp. Russell Naughton has returned to his spelling post at WJBC, Hartford, after two and a half years with the Army.

Ralph Klein, recently discharged from the Army, has returned to WHTD, Hartford, as head of the continuity department. Klein served in the Army as a sergeant with the 106th Infantry.

Clive Bell, recently discharged from the Army, has joined the announcing staff of WELM New Haven. Formerly a mickman at WAGE, Syracuse, Bell is attending Yale Music school under the GI Bill of Rights.

Arden K. Swisher, recently of the Navy, has been named sales manager for the Mid-State Radio Group, which includes WMT, Cedar Rapids and Waterloo, Iowa; KRNT, Des Moines; and WYAK, Sioux Falls, Iowa, and Yankton, S. D. It's the first time a regional group of stations has set up a department to coordinate sales efforts between advertiser, jobber, sales representative, broker and retailer in each of its outlet cities.

Glenn Hahn, former staff announcer for KFSB, San Antonio, has returned to his old duties following service in the armed forces.

Lt. James Felix, former Navy public relations officer, has joined WFIL, Philadelphia, announcing staff.

Sgt. Bonnie Jane Douglas, WAC, new secretary to WFIL, Philadelphia, program director Jack Steen.

Hein Mondello, ex-WAVE, is newest addition to WFEN, Philadelphia, promotion staff.

Manley Bannister, has returned to the continuity staff at KOKM, Dayton, Ohio, after a year and a half stint at KANSAS City, after three years in the Maritime Service.

Tebur Kants has rejoined the control room staff at WDAF, Kansas City, after two years of service in the Navy.

Elmer Krause, major in the Air Corps for the past three years, and former WCAR, Cleveland, has come back on the scene as assistant treasurer and in charge of personnel.

Maj. Robert E. Button has resumed his duties as asst. to Thomas McCray, eastern program manager at NBC, after a military absence of four years.

Capt. Winthrop "Bud" Sherman, recently out of the Army Signal Corps, has joined the WJBC, Hartford, announcing staff. He was formerly with KMOX, St. Louis.

Frank J. Tate, who was an announcer at WCGL, Columbus, from 1938 until he entered the Army in 1942, has returned to that station as continuity director.

Clean Patterson, recently released from the Army after three years in ETO, has rejoined WHTD, Hartford, as mickman. Served as a sergeant in an infantry company.

Marlin Butler, recently discharged from the Coast Guard, has been appointed news editor at WJBC, Hartford, Orleans. He served in the Pacific for three years.

James F. Brown, just out of the Army, has been added to the John E. Pearson station rep office in St. Paul to handle sales and promotion. Before entering the Army five years ago, Pearson announced and handled special events on WSPB, Savannah, Fla., and was a freelance announcer

and sportscaster in the middle west for two years.

Frank Eschen, program director, KSD, St. Louis, back at old stint after discharge from Army.

Howard Havesy, engineer for KXOK, St. Louis, discharged after two years and eight months in Navy. Spent 16 months installing and operating radar in the South Pacific theatre.

Rudolph Isenberg has resumed his duties as transmitter supervisor at KXOK, St. Louis, after 20 months as Captain in the Signal Corps. He served in the Mediterranean and European theatres.

Kenneth Ackerman, who has spent three years with Coast Guard, moved to in Alabian territory, has returned to his CBS staff announcing chores at KQW, San Francisco.

## Kudos for 'Hate, Inc.'

Philadelphia, Dec. 4.—"Hate, Inc." WIP show aimed at exposing hate-peddlers and extremist organizations, has been elected the program of the month by the Writers War Board—first Philly show so honored.

Show is presented each Friday evening by the Philadelphia Fellowship Commission, made up of liberal and democratic groups of Philly.

## TIME

Proper timing of sales efforts, through good times on good stations, sends products priceticking into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

## NEW—NEW—NEW

## SPOT CARTOONS

Radio Spot Service for agencies, advertisers. Ideas, Humor, Lyrics. Medium. The vocal appeal of visual CARTOONS. 15-30-40 second SPOTS.

## "WING"

PE. 6-4908 33 W. 42d St.

## FOR SALE

200-ACRE ESTATE WITH PRIVATE LAKE, 15 MIN. FROM STATE SQUARE, 4 MINUTES FROM R. R. STATION. STATE ROADS TO PROPERTY. VERY BEAUTIFUL.

Write Box 750, Variety, 154 West 46th St., New York 19, N. Y.

"Since I've been feedin' Paw Whistles I don't have to bother about uain' bows with pictures in the bottom."

## Order Hearing On KQW Sale to CBS

Washington, Dec. 4. With an eye toward possible monopoly control in the standard broadcast field after the bulk of the low-power stations swing over to FM, FCC last week ordered a public hearing on the proposed sale of KQW, San Jose, Calif., from the Brunton Brothers to CBS. Sales ticket is \$950,000.

FCC interest in the deal, according to a spokesman, is focused on the multiple holdings of CBS in the standard broadcast field. Web is the largest single licensee, with outright ownership of six 50 kw clear channel outlets, and a seventh regional station. In addition, CBS holds a 45% interest in an eighth station, and net presy William Paley has a substantial minority piece of WCAU, the 50 kw clear channel station in Philadelphia.

On motion to okay the sale without a hearing, the commission split three to three, thereby necessitating the hearing.

## Peabody Entries

Washington, Dec. 4. Entries for the 1945 George Foster Peabody Awards close Jan. 7. Entries should be sent to Dean John K. Drewry, of the Henry W. Grady School of Journalism, University of Georgia, Athens, Ga.

Entries will be considered in seven classifications:

1. Program or series of programs during 1945 by a regional station, which made an outstanding contribution to the welfare of the community or region served;
2. Program or series of programs during 1945 by a local station (1000 watts or under), which made an outstanding contribution to the community served;
3. Outstanding reporting and interpretation of the news;
4. Outstanding entertainment in drama;
5. Outstanding entertainment in music;
6. Outstanding educational program;
7. Outstanding children's program.

**FREE**  
**TO WOMEN'S**  
**PROGRAMS!**

Every  
Month  
Scripts & Contests  
With Prizes . . .  
Yours for the Asking


**EXCLUSIVE IN**  
**YOUR TERRITORY**

WRITE - WIRE - PHONE  
If your territory is open  
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**FEATURE BUREAU**  
EST. 1919  
New York 10, N. Y.

*Chicago's*  
**ONLY**  
**24 HOUR**  
**STATION**

**W-I-N-D**  
560 Kc. 5000 WATTS



**UNION BROADCASTING CO.**  
Friday-CBS-10 p.m., KWT  
Mgt. LOU CLAYTON

## RADIO AWARDS LISTED BY N.Y. CITY COLLEGE

The City College of New York, through its school of Business and Civic Administration, will award plaques and certificates of merit for outstanding skill in creation of radio programs and promotion campaigns in 1945. Awards were instituted last year for the first time.

Awards will be made in various classes, as follows: (a) sponsors, agents and program producers; (b) local radio stations; (c) regional stations; (d) clear channel stations; (e) regional or interstate networks; (f) national nets.

All entries must be submitted to the college's Committee on National Radio Awards by Jan. 31.

## Soap-Greased 'Road' Straddles Two Webs

Procter & Gamble, for lack of an other soap opera, is permitting its "Road of Life" to run two courses simultaneously. The show has been heard on NBC across the board in the 10:30 a.m. slot for several years now; its repeat is a strip on CBS, at 1:45 p.m.

The CBS segment was formerly titled by "Young Dr. Malone," which has been pushed back into the 1:30 p.m. slot, formerly held by Margaret Macdonald. Later was dropped.

"Road" repeat pays off in rating. Compton agency says it'll run indefinitely on both webs, with the same staffers doing the dual job. Producer is Evelyn Peirce; Charles Schenck directs, and Robert Teichman writes it.

Airing a soap on two different webs isn't an innovation. "Pepper Young's Family" and "Ma Perkins" got similar treatment in the past.

## Heavy Caseload Brings FCC Technical Shoppe

Washington, Dec. 4. FCC last week reorganized its engineering department to handle the heavy caseload of work which has piled up in the past four years. The broadcast division is being renamed the broadcast branch, and will be headed by John A. Wiltoughby, who has been assistant chief engineer in charge of the broadcast division. New branch will be divided into three parts: Standard broadcast division, with James A. Barr as acting chief; FM division, under Cyril M. Baum as acting chief; and the television division, with Curtis B. Plummer as acting chief.

There will be three other branches in the engineering dept.: Safety and special services, field and research, and the common carrier branch. Each will have subdivisions.

In the broadcast field alone, FCC has on file 463 applications for new standard stations; 211 applications for changes in existing standard stations; 707 FM applications, and 142 video applications.

## KABC's 'Live Package'

San Antonio, Dec. 4. A new audience participation show, "Surprise Package," is set to debut on KABC here next Monday (10). The 25-minute airing will combine "Truth or Consequences," "Detective Collect," "Hobby-Lobby," and the amateur hour.

Program is to be presented by George Case, author of the stars, and Alec Chesser. Participants, some selected from the studio and some invited, will do antics which will entitle them to a "surprise package" of merchandise and novelty items.

## Hub Agency

Continued from page 34

the networks try selling some time in the byways—and selling it properly by education instead of at the Ambassador ball!

Incidentally, this isn't "soar grapes." This agency has two network shows—one on American and one on Mutual—and we are working on others. But what is more to the point is that we conceived and sold these show ourselves, without help of network help—and then, with our own little hot hands, wrested some time from the networks.

William H. Egan,  
Vice President in charge of Radio,  
H. B. Humphrey Co.

Kansas City—Larry Ray is the latest addition to the announcing staff at KCKN. Mutual night outlet here. He will specialize in sports.

## American Negro Theatre Skeds 'Christmas Carol'

In line with its ambitious programming schedule, the American Negro Theatre, heard Sunday afternoon on WNEW, N. Y., has pencilled in a production of "Christmas Carol" for the Dec. 23 broadcast. It'll be the first all-colored presentation of the Dickens classic.

It's a toss-up between Virgil Richardson and Avelio Grillo for role of Scrooge.

Washington—Willett Kempton, formerly with OWI, has been named director of the Radio Section of the Department of Interior division of Information.

## 13 'Radio-Poor' Areas Given FCC Permits for New Outlet Building

Washington, Dec. 4. Under a policy of doling out the dwindling supply of standard broadcast channels first to towns without local radio service, FCC last Friday (30) okayed construction of 13 new AM stations, all in radio-poor communities. Commission announced it would cut into the backlog of 700 requests for standard outlets within the next two weeks, with about 50 grants to towns with no primary service.

Stations were authorized last Friday in the following states: Georgia, Kentucky, Minnesota, New Mexico, Oklahoma, Tennessee, Washington, Wyoming, Delaware and Florida.

All will operate with 250-watts power. At the same time, FCC set down for hearing four other requests for new local service in Dover, Del.; Fort Pierce, Fla., and Brimont, Wash. Today, 245 standard station applications, all raising interference problems, have been listed for hearings.

# THE RALEIGH ROOM

Starring

# HILDEGARDE

Moves To

## WEDNESDAY NIGHTS

Starting Tonight, December 5

8:30 P.M., Eastern Standard Time  
7:30 P.M., Central Time  
6:30 P.M., Mountain Time  
8:30 P.M., Coast Time

Guest for Tonight, (December 5)

# EDDIE CANTOR

with

## BERT GORDON

(The Mad Russian)

## *It's Never Been Done Before!*

**WILLIAMSON MUSIC, Inc.**

Announces

**3 SONGS SIMULTANEOUSLY**

On The

**LUCKY STRIKE HIT PARADE**

December 1, 1945

### **IF I LOVED YOU**

"Carousel" (Theatre Guild)

Music By

**Richard Rodgers**

Lyrics By

**Oscar Hammerstein, II**

### **THAT'S FOR ME**

"State Fair" (20th Century-Fox)

Music By

**Richard Rodgers**

Lyrics By

**Oscar Hammerstein, II**

### **IT MIGHT AS WELL BE SPRING**

"State Fair" (20th Century-Fox)

Music By

**Richard Rodgers**

Lyrics By

**Oscar Hammerstein, II**



## Deal With 6 Music Pubs Granting Tele Rights to ASCAP: Some Resist

At a meeting of the American Society of Composers, Authors and Publishers in N. Y., today (Wed.), six major music publishers will sign agreements granting to the Society television rights to the tunes in their catalogs. These firms, which until today had withheld these rights from ASCAP, due to objections to certain terms in the agreement distributed to publishers and writers' union week back are Irving Berlin Co., Bourne, Inc., Carl Fischer, Bregman, Vocco & Conn, ABC and G. Schirmer.

With the signing of these catalogs, ASCAP will have more than 80% of its publisher-members in line with its request that television rights be vested in the Society. Only music publishers not in accord with this procedure is the Robbins combine, controlled by Metro. However, Julian T. Abeles, Metro-Robbins attorney, was present at a meeting at ASCAP last week at which the terms to which the six above firms objected, were revised, and it's thought possible that Robbins, Peist and Miller may soon concur. While the Society will have better than 80% of the publishers in its favor on the matter, as required by its constitution, it does not yet have the necessary quota of writers' signatures on the proposal.

Terms which the six publishers rejected, clearly gave a songwriter the right to restrict a tune to radio or television; without consulting his publisher, who is the copyright owner. Since in the past the writer and publisher, the above objections would have the television agreement to insure the song was not used without done by adding another paragraph to the contract. However, in cases wherein songwriters have been dealt with publishers, giving the writer the right to restrict tunes, regardless of the writer's consent, the Society's television agreement would be effective. This often occurs with writers who are tied to an obligatory contract.

With the signing of the above six firms, all publisher members of the ASCAP director board by the exception of Robbins, have granted television rights to the Society. Contract for three years, effective Jan. 1.

## Nat Moss' London W.O. for 400 Site

Nat Moss, operator of the 400 Club, N. Y., name band spot to which the majority of the nation's top bands have moved since it opened less than a year ago, is making plans for other cities. He has secured a site in London, where he will eventually establish a counterpart of the 400 site, using U. S. money.

Immediately after returning from London, late in January, Moss is expected to return to look over a site in that area where another 400 Club will be opened. It's likely that the latter branch will be operated before any London spot.

## BETTY HUTTON EXITS CAPITOL DISK PACT

Betty Hutton and Capitol Records have company after the year-end with the thronging week outfit where there is less female vocalist competition and more bands.

Both parties agreed quite amicably to separation, with Miss Hutton desisting to do ballad and rhythm tunes in addition to her novelty and production numbers in which Capitol has been featuring her.

## MPCE's \$20 Ceiling On Xmas Gifting Still Holds

Music Publishers Copyright Employees union is standing pat this year on its rule prohibiting publishers from spending more than \$20 for each Xmas present to artists. Union reminded each contact member of the rule last week after the Council had agreed to continue the restriction (it was originally put into effect about five months ago).

Letter advising the rule said, in part, that the "season of good will was not to be perverted into a season of subsidies."

## Most of Cosmo Disk Staff Walk In Wage Dispute

Virtually the entire executive staff of Cosmopolitan Records was out today for a dispute with the owners of the firm over wages. Exodus involved Mury Pollitz, who joined the company only a few months ago as vice president of recording and production; Joe Shribman, head of the artists and repertoire division; Simon Rodery, in charge of recording of children's disks; and Jerry Blaine, sales manager. Blaine quit several weeks ago.

The walkout was caused by some \$100,000 of salary IOU's held by the staff for at least one month, recovered by the men last week, it's said.

Herb Hendler, who leaves RCA-Victor later this month, is set to replace Pollitz. He left after immediately following his leaving Victor.

Cosmopolitan was formed by Harry Banks about two years ago, with its factory site at Massapequa, L. I. During the past two months or more it has signed a large group of artists to contracts which promised large production figures, including Joan Edwards and Barry Wood. While this was going on, the firm was offering the Publicist's Foreign His duties will consist of aiding general manager John G. Paine in the execution of Society affairs, he said. It's said, will be in the neighborhood of \$35,000 yearly. His resignation has already been filed with the company.

There has long been a need for executive assistance to the firm, he said, constantly on the go the past year, in Europe, South America and on domestic jaunts and, as a result, ASCAP affairs demanding top desk attention have been piling up.

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Herman Greenberg is currently assistant general manager of the Society. He holds his post, Murray being an added starter with a clear picture of his duties not yet outlined.

Buying of time on a radio outlet, to be used for other acts, amounts to a remote broadcast, plus commercial, plus for a suburban club, is a new twist in its night, broadcasting. Light will occupy the 12:15 to 12:30 a.m. slot each Tuesday.

Light Lodge is a consistent user of lower level bands. Prior to Light, it presented the McFarland Twins, who shifted to the Dixie hotel, N. Y., last night (Tuesday).

Raybeck Joins FB

Ervin Raybeck, recently discharged from the service, will join the Frederick Bros. N. Y. office as a location booker.

Previously, Raybeck worked in FB's Ch. layout, and at one time did arrangements for name bands.

In accordance with the wishes of the majority of the music industry, Variety, along with all others who publish the "most played" lists, will begin with its next issue (12) the use of Dr. John Peatman's survey of 80% performances in place of the Accurate Rating method of tabulation. The substitution of the Peatman sheet for Accurate's tabulation, which, incidentally, remains as the basis of Peatman's performance information in N. Y., was decided upon last week as the culmination of the efforts of major publishers in combating the so-called payola situation.

Dr. John Peatman, an associate dean at the College of the City of New York and associate professor of psychology, organization who turns out his song performance sheet is called Radio Research.

As pointed out in Variety two weeks ago, major publishers who have sat back for the past few years complaining about the almost increase in violations while neither they nor the Music Publishers Copyright Men's union did anything about it, finally blew up. They called meetings. They evaluated several different methods of dealing with the violations, which many of the major firms themselves indulged in asserting that they would do something about it. They finally decided on a campaign by a desire to avoid throwing caution and discretion to the winds and stepping in with a series of healthy bankrolls and fighting the unions on their own terms, which ultimately would have accomplished nothing but the elimination of dozens of small competitors. Too, it would have put the stronger publishers into a pay-battle wherein pligs would go to the highest bidder.

Finally, the Peatman sheet was (Continued on page 44)

## Dick Murray Quits Par for ASCAP

Dick Murray, at the moment general manager of the Paramount Pictures-owned music company (Paramount and Famous), joins the American Society of Composers, Authors and Publishers as a foreign His duties will consist of aiding general manager John G. Paine in the execution of Society affairs, he said. It's said, will be in the neighborhood of \$35,000 yearly. His resignation has already been filed with the company.

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## ASCAP Begins Task of Pubs' Catalogs on Availability Points

## St. L. Bank Experiments With Music Nerve Tonic

St. Louis, Dec. 4. An experiment with the playing of light classics and pop tunes over a p. a. system to determine the effect on nerves judged by office musicians, is being made in St. Louis Federal Reserve Bank.

An exec. of the bank said the music will be piped from a commercial firm's central distribution office to the third floor of the bank, where most of the employees work.

## New Disk Firms Learn of Life; Fox Garners 25G

New recording companies mushroomed into existence so fast during the past year or two, set up by people attracted by reports of a lush business, that some firms actually were not aware that the use of copyrighted material for recording purposes demanded payment of royalties.

This unusual fact came to light after Harry Fox, general manager of the Music Publishers' Protective Assn., agent and trustee of members and some non-members of that organization, issued a campaign months back to recover unpaid royalties from many fairly well-known and a long list of obscure disk firms.

In a comparatively brief report, Fox has rounded up more than \$25,000 due publishers of popular music, standards and foreign tunes, the copyrights of which are owned by U. S. firms, in unpaid royalties. Some of this coin was squeezed out of outfits that simply were lax in turning it over and others, mostly small independent and veteran firms, simply didn't know that music on disks had to be paid for unless p.d.

## Contact Men's Union Balloting Sets Execs For New 2-Yr. Term

Members of the Music Publishers' Contact Men's Union installed all new members on its Council with an election held in N. Y. Monday (3) at a banquet in N. Y. City, supplemented by mailed votes of Chicago and Los Angeles card holders. The entire vote being counted the same evening.

Bob Miller is president of the union, replacing John J. O'Connor, who refused to run for a third term. Miller was unopposed, as was Charles Lauder, who takes the treasurer's job. Rocco Voco was returned to the v. position, by a large plurality. Also elected to the Council are: Mickey Andy, Nat Dobin, Don Dixon, Johnny Green, Sam Smith and Sam Wigger. For the Trustee Board, Leo Talent and Eddie Wadkin went out over four Lauder candidates. The latter were tabulated by a board of tellers consisting of Joe Jacobic, chairman; Edna Wadkin, John Schaller and Clarence Kelly.

## Zucker Expanding

Stanford Zucker Agency, N. Y., is laying plans for postwar expansion. Cole J. Keyes, just out of the Navy as a lieutenant and sporting two silver star medals, returns to his post as head of Ch. branch, as soon as office space becomes available there. Also back into the fold from the armed forces are Capt. Ben Zucker, brother of a Priestly Stan and secretary-treasurer of the outfit, and Wesley Smith, a salesman.

Classification, Committee of the American Society of Composers, Authors and Publishers finally held last week (28) the arduous task of sifting and reweighing the worth of all member publishing companies rated at \$500 availability points. It was decided months back to measure again the individual worth of all 12 ratings assigned that point total by the Society, and it was thought that the committee was well into its work. Behind the idea of reevaluating the companies is the complaint of Irving Berlin that his new company, formed of all his self-written tunes after his split with Sam Bornstein last year, was worth more than the 4,000 points assigned to him.

Committee began the job of sifting the 12 catalogs they will go over by taking the Robbins Music Co. copyrights apart. No conclusion was arrived at in that matter. If it is concerned, it will take many more meetings before that will be taken care of. The committee is also concerned, it will take many more meetings before that will be taken care of. The committee is also concerned, it will take many more meetings before that will be taken care of.

Prior to last week's meeting, Berlin's attorneys had prepared and presented complaints against several other firms, including Remick Shapiro-Bernstein holdings, neither of which has been given an individual worth of 1,000 points and many more before the nearest committee.

Only one firm, Harms, Inc., is rated at more than 5,000 points. This catalog is so full of the most important copyrights the music business has to offer that it is considered a 1,000 point and many more before the nearest committee.

## Metro to Push Recording Plan

Metro has decided to continue with its plans for the establishment of a recording company. Since the death of David Bernstein, Metro v.p. and treasurer, several weeks ago, there had been some indication in the question of proceeding with recording plans. Other factors considered were the death of Bernstein.

Metro has had Frank Walker under contract to head its recording subsidiary since last Aug. 1. Since then, Walker has brought in several assistants. So far, the going has been slow in the direction of the establishment of factories. It's explained that it may be as much as a year before the company puts its first release on the market.

## COMBO JIVE-LOHAIH EUROPEAN TOUR FOR BG

Mark Hanna is mulling a European concert tour Jive-lohaih; concert tour for Benny Goodman and his orchestra. Goodman has already set the tour for two longhair concert appearances this winter with the orchestra. Goodman has already set the tour for two longhair concert appearances this winter with the orchestra.

Goodman and band will leave New York Dec. 27 for the Coast for two days, then to Los Angeles for four weeks at Meadowbrook Gardens, Culver City, and three weeks of one-day shows at the Shrine Auditorium at the Paramount, N. Y.

Ray Walker and Ray Sherwood have composed a song titled "Plat Off to Win in Paris" which will be performed at the inauguration of the new New York City's mayor.

## Feist, Leeds Square Off for Tiff; Nostalgic Theme May Go to Court

Feist and Leeds music firms are currently embroiled in an unusual entanglement over nearly identical tunes, which may wind up in legal action. It seems that during the battle several years ago, Dave Franklin played with Leeds a tune titled "It's Like Old Times." Little was done with it because of the disk situation.

About two or three months ago Leeds decided to work on the tune due to its application to the situation of returning soldiers. However, it was again held back because of the Morris Music song, "It's Been a Long Time," with which it is similar in theme. A few weeks ago, Franklin was at the Roosevelt Grill, and heard Guy Lombardo perform a tune titled "It's Like Old Times," and so, similar in melody and lyrics to it to his tune that he thought Leeds had really started to work on it. However, the band had played a song written by Car-

mon Lombardo and Johnny Lorb, who emphatically assert they never heard of the Leeds-Franklin item.

To avoid argument, Leeds went to Feist, who is publishing the Lombardo-Leeds song, and proposed a settlement. Leeds would send a copy and \$1,000 advance. Feist considered this, and counter-offered a similar sum. It is a copy and no advance. Leeds rejected it and a legal suit may result. Leeds claims it has \$85,000 in the bank, and says he will lose his song, all of which will be lost unless some sort of deal is made.

## T. L. WILL CARRY OWN ENGINEER FOR REMOTES

"Tummy" Dansey intends, to carry his own radio broadcast engineer as soon as an ex-member of his band gets out of service. He feels, as do most other leaders, that to have the same man handling his remotes every time he broadcasts—an engineer familiar with the band's arrangements—can improve these performances. Accordingly, Jimmy Blake, former trumpeter with the band, now a Navy radioman, and an instructor at a New England base, will replace the band for that purpose. He'll be fully licensed for the job.

For years bandleaders have recognized the problem of proper monitoring of broadcasts. A good engineer can aid a remote greatly, and by the same token, a poor one can ruin an otherwise good band. There have been various attempts at becoming the problem. Some leaders assign men familiar with their arrangements to stick close to engineers during broadcasts and watch them of highs and lows coming so they can be properly compensated. Most leaders, however, trust to luck for want of a better way out.

## Tootie Camarata Soon To Go Back to London

Tootie Camarata, who returned from England last week after six months of work scoring J. Arthur Hays "London Town" film, returns to London after the first of the year. He has eight weeks more work to put in on the film.

Camarata is former arranger for Jimmy Dorsey and, prior to his English chore, was a musical director with Decca Records.

Sammy Kay's orchestra vacations over the Xmas and New Year's holidays. He returns all work for 10 days following his close Xmas Eve at the Ambassador, Cedar Grove, N.J. Then comes one-nighters through the south.

## 10 Best Sheet Sellers

(Week Ending, Dec. 2)  
It's Been a Long Time... Morris  
I Can't Begin to Tell You... BVC  
Chickery Chick... Sautley-Joy  
White Christmas... Berlio  
Till End of Time... Sautley-Joy  
This For Me... Williamson  
Waiting for You... Black  
I'll Buy That Dream... Burke  
Lullaby Belle... Martin

## Artie Shaw's RCA Divorce Now Final

Artie Shaw officially drew his release from an RCA-Victor recording contract Monday (3). Leader and Victor originally decided to part ways last week, but the split was not definite until an agreement was drawn up. Shaw had only a short time to go before his contract expired.

Before the Victor split was completed, however, and before Shaw broke up his band last month, he recorded four sides in a Hollywood studio, at his own expense. At the time, the leader claimed he didn't know for certain what was going to be done with these masters. Now, it's reported that a deal has been consummated with Musical Records by which that company will market these items.

## RCA-VICTOR SWITCHES TO BOLSTER SALES STAFF

RCA-Victor created a couple new jobs last week and made shifts in others to strengthen its sales staff. Jack Hallstrom, formerly general sales manager, was moved up to a new position as Merchandise Manager and M. Seltzman came in to replace him as General Sales Manager.

Another new job is Hilton S. Clifton's chore as head of the company's chain store sales policy and merchandising. H. J. Allen also moves into a spot as Field Sales Manager.

## BG's Huddle Technique

Benny Goodman's grouping his band in a most unusual way for broadcasts from the Terrace Room, Newark, where it opened last week (2). He drives the instrumentation into a tight huddle around the mike in a manner that surprised many tradespeople who attended the opening.

Apparently, it is a method of achieving a much fuller sound from the three-trumpet, three-clarinet, five-sax, four rhythm total that Goodman uses which is smaller than most contemporary name bands.

## NBC, CBS, ABC, Mutual Plugs

### TITLE

After All This Time—"Swing Parade of 1946".....Chelsea  
Along the Navajo Trail.....Leeds  
Angel—"Yolanda and the Thief".....Miller  
As Long As I Live—"Saragosa Trunk".....Wink  
Autumn Serenade.....Robbins  
Blue.....Starlight  
But I Did.....Ronick  
Chickery Chick.....Sautley-Joy  
Ciderest Darling.....Advanced  
Gee It's Good to Hold You.....Criterion  
How Deep Is the Ocean.....Berlin  
I Can't Begin to Tell You—"Dolly Sisters".....BVC  
I Can't Get You Out of My Mind.....S. Saunders  
It Might As Well Be Spring—"State Fair".....Williamson  
It's Been a Long Time.....Morris  
It's Only a Paper Moon—"Two Young to Know".....Harms  
Just a Little Fond Affection—"Swing Parade of 1946".....Shapiro  
My Guy's Come Back.....Shapiro  
Put That Ring on My Finger.....ABC  
Some Sunday Morning—"San Antonio".....Harms  
Symphony.....Chappell  
That Feeling in the Mood.....Fletcher  
There's a New Girl in Town.....Williamson  
Waltz for the Train to Come In.....Black  
White Christmas—"Holiding Inn".....Berlin  
You're Nobody Till Somebody Loves You.....Southen

\* Filmmusical. \* Legit Musical. \* B.M.I. Affiliate.

## HAMPTON RE-SIGNS FOR YR. WITH DECCA

Lionel Hampton's orchestra has been re-signed to Decca Records for another year. He started work on the contract last Saturday (1) with a recording session in Hollywood. His prior agreement with the same company had already expired.

Before signing again with Decca, however, Hampton had deals on the fire with RCA-Victor and Bluebird, the former having come closest to consummation. It's said he drew a substantially better contract from Decca, both financially and as far as releases are concerned, than he had before.

## Eddie Green in Segue Into Managerial Spot

Eddie Green, player-road manager of the Bobby Sherwood orchestra, will quit playing with the orchestra after the first of the year and will remain in N. Y. at the helm of the band's affairs. He will work under Arthur Micaud, the band's personal manager.

Dave Cavanaugh, tenor sax and arranger with the outfit, will take on the additional duties of road managing.

## New Music Firm

Jack Kearney, former band manager and lately contact man, has set up his own music firm in N. Y. It's called Kearney Music and is a Broadcast Music affiliate.

TOP HIT OF YESTERDAY  
GREAT POPULAR  
STANDARD TODAY

Featured in  
20th Century-Fox's  
THE DOLLY SISTERS

I'M ALWAYS  
CHASING  
RAINBOWS

Lyric by JOSEPH MCCARTHY  
Music by HARRY CARROLL

ROBBINS MUSIC CORPORATION

For laws, order, copies and arrangements, write to phone, PHIL KORNGHEISER, Manager, Standard Exploitation Dept., The Big 3, 1612 Broadway, New York 19. Circle 5-2939

THE MOST  
PLAYED BALLAD  
IN AMERICA

THE MOST  
PLAYED NOVELTY  
IN AMERICA

HERB REIS, 1509 Vine St. Hollywood

Recorded by JO STAFFORD (Capitol) • WOODY HERMAN (Columbia) • GERTRUDE NIESEN (Cosmo)  
Transcribed by CHUCK FOSTER (Longworth) • GEORGE OLSEN (Muzak) • NBC LIBRARY • FREDDIE MARTIN (Standard)

# GEE, IT'S GOOD TO HOLD YOU

Recorded by STAN KENTON (Capitol) • Transcribed by CHUCK FOSTER (Longworth) • NBC LIBRARY  
ART MOONEY (Longworth) • MILT HERTH TRIO (World) • MODERNAIRES (Muzak) • FREDDIE MARTIN (Standard)

## Waxing

M. H. GOLDSEN, Vice Pres.

DAVE BLUM (Prof. Mgr.)

LES REIS

QUIN SCHOTTLER

JACK CARLTON, 54 W. Randolph Chicago

BVC'S POPULAR SONG FOR NOW AND ALL WINTER

# WINTER WONDERLAND

BREGMAN, VOCCO AND CONN, Inc.

# The Pennsylvania Dutch Song SWEET I'VE GOTTEN ON YOU

By BRAD REYNOLDS and WILLARD ROBISON, A.S.C.A.P.

**Voice and Pk.** *dim* Cm7 F7 Cm7 F7 Dm7 b7 Cm7 F7  
 (My) Not far from Phil-a - del-phia, while trav-el-ing one day My car broke down in a  
 (Girl) (A)  
 Dm7 b7 Cm7 F7 Cm7 F7 b7 b7dim Cm7 F7 Cm7  
 Qu-sar town in Penn-syl-van-ey-ay That day I met a mai-den, We  
 (A trav-ler) (They)  
 F7 Dm7 b7 Cm7 F7 b7 b7dim Cm7 F7 Cm7  
 fell in love at sight At her front door she said be sure When you come back to - night:  
**Chorus** *Medium Jump Fingro* b7 Cm7 F7 b7 Cm7 F7  
 If but-ton don't bell, bump - bump — And o - pen does Pa - pa, jump -  
 b7 b7 Cm7 F7 b7 b7dim Cm7 F7  
 Cross street o - ver if bark - in' is Ro - ver  
 F7 Cm7 F7 b7 Cm7 F7 b7dim Cm7 F7  
**SWEET I'VE GOT - TEN ON YOU** My win-dow keep watch - in; wait  
 b7 Cm7 F7 b7dim Cm7 F7  
 I'm out - in' the lights, then date — There'll be love —  
 Fm7 b7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 — talk - in' if on you keep walk - in' **SWEET I'VE GOT - TEN ON YOU**  
 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 That's for sure I heard With a lack - a - dais - i - cal touch of Penn - syl -  
 (He) b7 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 van - ia Dutch — Sweet and pure each word With each  
 b7 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 phra - si - cal twist, don't you know she got kissed, That's for sure, that's for  
 A  
 b7 Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 wed-din' some day, you bet — If Ma - ma and Pa - pa let — So  
 b7 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 I got a ma - ni - a for Dutch Penn - syl - van - i - a When she said "Love I year  
 (He) b7 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
 Soft as cot - ton, fresh as dew —  
 Fm7 b7dim Cm7 Fm7 b7dim Cm7 Fm7 b7dim Cm7  
**SWEET I'VE GOT - TEN ON YOU.** If YOU.  
 Copyright MCMXLV by Shapiro, Bernstein & Co., Inc., R.E.O. (Radio City Music Hall) Building, 1270 Sixth Avenue, New York 20

★  
The  
Next  
Big  
Novelty  
Hit  
★

By Arrangement With Deep River Music, Inc.

**SHAPIRO, BERNSTEIN AND CO., INC.**

1270 Sixth Ave., Radio City, New York

LOUIS BERNSTEIN, Pres.

GEORGE PINCUS, Gen. Mgr.

## 'Swagger' Program Off Air as WJZ Fails to Renew Time After 13 Weeks

WJZ, N. Y., has refused to renew the "Swagger" commercial, the program that has caused more of a disturbance in the music business in N. Y. than anything in years, and the show goes off the air after next Sunday's (9) broadcast. Since WABC, WEA and WOR, all N. Y., had previously been approached by the sponsor for time and could not clear any, apparently the show will not be aired over any of the N. Y. majors after its demise on the ABC (Blue) outlet.

Since the start of the program, 13 weeks ago, music publishers have been in an uproar against its idea. Leader of the band on the commercial is Val Olman, whose brother's (Chauncey Olman, a lawyer) office is listed as the address of a Bradley Music Co.

Bradley firm is affiliated with Broadcast Music, Inc.—one of the latter's \$48-per-epoch music publishing deals and, when the program first hit the air, it was performing as many as 18 songs each half hour. Since the normal number of tunes most leaders can cram into a half hour is nine, and since virtually all of the songs Olman's band used were published by Bradley, publishers aligned with the American Society of Composers, Authors and

Publishers hit the ceiling. They saw the 11:30-to-midnight slot lost to them on WJZ seven nights weekly, since the show was a cross-the-board affair.

After numerous complaints, WJZ officials stepped in and told Olman to mix up his programs, and finally refused to renew the show altogether. However, while Olman was forced of WJZ fetters, he had performed Bradley tunes as many as 63 times in one week, which, at \$48 per from B.M.I., equalled to quite a bankroll.

## There Are Plenty Other Bands Need Hypnotism More Than Spivak's Does

Martin Sweeney, manager of the Commodore hotel, N. Y., put the klanter on a p.a. stunt set to be pulled with Charley Spivak's orchestra last week in that hostelry's Century Room. Arrangements had been made for a hypnotist to do his part on their musician's band, apparently to determine the effect on their music.

At the last minute, Sweeney put his foot down, asserting he didn't want such goings on in the Century Room.

## JACK PALMER

AND HIS SEXTETTE

CURRENTLY

HICKORY HOUSE

NEW YORK

EXCLUSIVE MANAGEMENT

ASSOCIATED BOOKING CORP.

JOE GLASER, Pres.

745 Fifth Ave., New York 22

PL. 5-0078

Introduced by the SATISFIERS

on the PERRY COMO Chesterfield Supper Club Program

## YOUR FATHER'S MUSTACHE

(The Mustache Song)

By LARRY STOCK, JAMES CAYANAUGH, IRA SCHUSTER

Paul-Pioneer Music Corp. 1657 Broadway, N.Y.

MAC GREEN, Hollywood

MAX MATHER, Pres.

IRVING ULLMAN, Chicago

## British Best Sheet Sellers

(Week Ending, Nov. 23, '45)

Two Sweethearts .....	Dash
Elmer .....	Maurice
Said It Again .....	Connelly
Symphony .....	Chappell
Bell-Bottom Trousers .....	Connelly
Coming Home .....	Maurice
Carolina .....	Dash
Just Favey Away .....	Connelly
Cheving Piece Straw .....	Wood
Blue Serge Suit .....	Chappell
Under Willow Tree .....	Maurice
Let Him Go .....	Yale

## AL BRACKMAN TO HEAD RECORDINGS FOR BIG 3

When Al Brackman returns from the Army shortly he'll rejoin The Big 3 (Robbins, Peil and Miller Music) in a new capacity of recording and e.t. manager. He was formerly chief of the latter.

Jack Robbins' boy, Howard (Bud), is also due back about the same time, but he'll take charge of Robbins Artists Bureau.

## Ballots Out on ASCAP's

### Appeals Board Switch

American Society of Composers, Authors and Publishers last week mailed ballots to its membership on a Gene Buck-proposed amendment to the by-laws. Buck's idea, presented at the semi-annual membership meeting a couple months ago, is to increase and divide the Society's Appeal Board.

It's proposed by Buck that instead of the three men who currently comprise the Appeals Board, and who judge all problems coming before it, whether they be advanced by publishers or writers, that the group be increased to 10 men. These 10 would be evenly made up of five writers and five publishers, and complaints from each of the latter five would be made before the proper five, i.e. writers before the writer appeals board and publishers before the publishers.

Ballots, mailed last week, are returnable to ASCAP before Dec. 20.

## Rockwell West

Tom Rockwell, president of General Amus Corp., takes off for the coast this week on his usual pre-Xmas jaunt. He's supposed to be back by Jan. 15.

Rockwell trip is earlier this year due to the fact both he and his wife have been ill during past weeks.

## Bands at Hotel B. O.'s

Band	Hotel	Weeks Played	Covers Paid	Total
Hal Aloma	Lexington (500; 75¢-\$1.50)	58	2,075	105,950
Johnny Long	New Yorker (400; \$1-\$1.50)	6	2,000	12,425
Frankie Carle	Pennsylvania (500; \$1-\$1.50)	7	2,625	17,025
Emil Coleman	Waldorf (500; \$2)	8	3,300	28,500
Art Mooney	Lincoln (750; \$1-\$1.50)	12	850	10,700
Guy Lombardo	Roosevelt (400; \$1-\$1.50)	6	2,825	21,075
Walter Herman	400 Club (850; \$1-\$1.50)	1	3,100	5,675
Charlie Spivak	Commodore (400; \$1-\$1.50)	6	2,075	10,375

\* Asterisk indicates a supporting floor show. New Yorker has fee show; Lexington, an Hawaiian floor show; Waldorf, Frank Sinatra.

## Chicago

Gene Krupa (Panther Room, Sherman hotel; 850; \$1.50-\$2.50 min.). Some 6,000 for the drummer boy.

George Olsen (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Builders, doctors, traffic men and savings-&-loans, convening in the hotel, turned out 10,000 strong for Olsen, Minneville Rascals, et al.

## Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Hitting seasonal stride with up tempo to 4,500 covers.

## Location Jobs, Not in Hotels

(Chicago)

Harry Cool (Blackhawk; 500; \$2-\$2.50 min.). Cool, Joey Rardin and Rord Sisters drew 3,000.

(Los Angeles)

Louise Hampton (Trianon, Elmer Galt; 3rd week). Climbed once more to grab greatest record take here of 11,800 entrants.

## ANOTHER LYRIC MAG DUE ABOUT JAN. 15

Moe Gale, in association with attorney Andrew Weinberger and Barney Young, is planning the publication of a song lyric book to add to the three currently on the market. To be called "Song Time," the new sheet will hit newsstands about Jan. 15.

So far, the new sheet has no definite deals for lyric rights, but is in negotiation with Robbins Music, which has non-exclusive arrangements with other publications of the same type, and several others.

Young, Gale and Weinberger, along with Saul Innerman, have an interest in the sheet music, rack business developed by them earlier this year currently being operated by Innerman. It's called Song Distributors, Inc.

## Musicaft Pacts Gross As Musical Director

Walter Gross, widely known pianist, was named by Musicaft Records last week as musical director. He starts with the firm immediately, having been discharged from the Army recently.

## Report O'Connor Leaving F. Waring; New Mag Deal

John O'Connor is reported leaving Fred Waring, whom he personally represented for many years. This report has been up before but, while unconfirmed, is supported by intrinsic Pan Almy reports with O'Connor's venture into a new music trades monthly which may ultimately become a weekly.

George Goodwin, head of Tune-Dez, is backing the new music trades deal, with Washington bankroll reportedly in it as well.

## Top Tunes for Your Books An All-Time Favorite

DIGGA  
DIGGA  
D O  
Music by . . .  
JIMMY McHUGH  
Published by  
MILLS MUSIC

MILLS TOP TUNES  
THE BLOND SAILOR  
I CAN'T BELIEVE THAT  
YOU'RE IN LOVE WITH ME  
WELCOME HOME  
JAZZ PIZZICATO  
MILLS MUSIC, INC.  
1619 Broadway, New York 19, N. Y.

VIBRAPHONE  
FOR SALE  
AP. 7-0315, Brooklyn  
New York

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by world-famous pianists  
Featured on the Radio, Records, Stage  
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music for the money! Price, 50c  
per copy. Write to:  
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TO HARRY WARREN'S GREAT TUNE, A GREAT NEW LYRIC BY BOB RUSSELL HAS BEEN ADDED TO MAKE A GREAT NEW SONG...

ORIGINAL  
Sensationally Recorded by HARRY JAMES (Columbia 36827)

TRIANGLE MUSIC CORP. ROCCO VOCCO, Pres.  
1619 BROADWAY • NEW YORK 19, N. Y.



# Bing Crosby Sings for The Big 3

## IN THE LAND OF BEGINNING AGAIN

Words by GRANT CLARKE

Music by GEORGE W. MEYER

**IN THE LAND OF BEGINNING AGAIN**  
 Music by GEORGE W. MEYER  
 Words by GRANT CLARKE  
 Chorus, Wisfully

There's a land of be-gin-ning a-gain, Where skies are al-ways  
 blue, Tho' we've made mis-takes, that's true, Let's for-  
 get the past and start life a-new; Tho' we've wan-dered by a  
 riv-er of tears, Where sun-shine won't come through;  
 Let's find that para-dise where sor-row can't live, And learn the teach-ings of for-  
 get and for-give, In The Land Of Be-gin-ning A-gain, Where  
 bro-ken dreams come true. There's a true.

Copyright 1918 LEO FEIST, INC., New York, N.Y. Copyright 1945 LEO FEIST, INC., New York, N.Y.

Sung by **BING CROSBY** and featured in The Rainbow Production  
**"THE BELLS OF ST. MARY'S"**

Opens **DECEMBER 6th** at the **RADIO CITY MUSIC HALL**

A FEIST PUBLICATION

FOR NEW ARTIST COPIES  
 AND ARRANGEMENTS PHONE  
 PHIL KORNHETZER, Mgr.  
 STANDARD EXPLOITATION DEPT

THE BIG 3 • 1619 Broadway, New York 19 • Circle 6-2939



## 10 Best Sellers on Coin-Machines

1. It's Long Long Time (9) (Morris)..... Harry James..... Columbia
2. Might As Well Be Soring (5) (Williamson)..... Dick Haymes..... Decca
3. Chickery Chick (5) (Santley-Joy)..... Margaret Whiting..... Capitol
4. That's For Me (8) (Williamson)..... Sammy Kaye..... Victor
5. I'll Buy That Dream (11) (Burke)..... Gene Krupa..... Columbia
6. (Till) End of Time (16) (Santley-Joy)..... Dick Haymes..... Decca
7. Polonaise (14)..... Victor
8. Blond Sailor (8) (Mills)..... Carmen Cavallaro..... Decca
9. I Can't Begin to Tell You (1) (BVC)..... Benny Singer..... Decca
10. Symphony (1) (Chapell)..... Bing Crosby..... Decca

## WAX WORKS

By BARRY CRAIG

(WOR-Mutual's All-Night M.C.)

Guy Lombardo (vocal by Tony Craig): "White Christmas"—"Anniversary Waltz" (Decca 1817). By now buyers, listeners, etc. know what the Xmas pop carol should sound like. This isn't it. The Lombardo group use the well identified

piano intro, building into many needs in unison. After 23 slow bars of business man's bouzou, and when you're well annoyed with the unending sameness of it, Tony Craig debuts with a dragger, uninspired piano, Craig never comes off; the result is all nasal. Following the vocal, the Lombardos swell into a crescendo of syrupy saxophones, tinkly pianissimos, and footstepping. I'll sell, however, to the same people that those Guy Lombardo the top band of every year. And there must be a million of 'em. 'B' sounds like the same number only it develops it's the Anniversary Waltz. Jimmy Brown, record-man, does his usual vocal turns. And he doesn't disappoint you; he sounds like a record-narrating.

Russ Morgan (vocal with orch.) "That Feeling in the Moonlight"—"You're Nobody Till Somebody Loves You" (Decca 1824). This disk by

Russ Morgan & Co. gives you a nostalgic feeling. That's all. Russ Morgan then plays a highlighted piano. That's all. Russ Morgan then vocalizes once more. That's all. Perry Como's disk best by far. "You're Nobody Till Somebody Loves You" (reversed side) suits Morgan's manner moderately more, for it allows him to use the lower register which will register at heartbeats, and at the dimly-lit juke spots. For some reason, it becomes extremely danceable for those cheek-to-cheek joints. This side is best by of this tune.

Frank Caesar (vocal with orch.) "Al Smith Memorial Song" (Majestic T-265). Someone sold the merchandise-wary, majestic nuptials. Obviously a musical tribute to a beloved American, actually it's an over-the-hill Caesar manuscript. Al Smith's memory certainly deserves a musical tribute, but not this. Both sides are used by Majestic for this effort, and their ain't majestic! (Maj is also getting out a Memorial Album.)

Helen Forrest (vocal with Mannie Klein orch.) "My Guy's Come Back"—"I'm Glad I Waited for You" (Decca 1823B). This is really a week for disks by Decca. They've filled the keg and tamped it with this release by Helen Forrest, backed by Mannie Klein's combo called "My Guy's Come Back" handling. Miss Forrest and Klein do a fine job. Good boogie-woogie banding, a fine bouzou vocal by Miss Forrest, and still adds to nothing. Nice hit though with Miss Forrest and the solo trumpet blending. Jude Styne and Sammy Kahn have scripted the sharps for Miss Forrest's "B" side. With background effects handled by Miss Klein. "I'm Glad I Waited for You" still sounds like a hep arrangement of "Meet Me Tonight in Dreamland," and that isn't fashionable. Poor tune with good work by Miss Forrest and Klein leave it below par.

## Col. Pic Deal on Tap

For Billy Williams

Billy Williams, vocalist with the Sammy Kaye orchestra, may neglect that band soon for pictures. Negotiations are on currently with Columbia Pictures, whereby Williams would go into western roles as a singer-gun slinger.

Williams recently began making recordings under his own name and separately from Kaye's orchestra, at RCA-Victor, which records the band. He cuts western material exclusively.

## Pancho Orch to NO After Sambaing 12 for Decca

Pancho, with a reorganized band, opened yesterday "Plus" at the Beverly Country Club, New Orleans, under MCA booking at \$2,500 a week for 12 men, including expenses.

Pancho just completed a 12-side album of sambas for Decca, utilizing many key men from Andre Kostelanetz's organization.

## BLUE BARRON OUT OF ARMY, WILL REST

Blue Barron was discharged from the Army last week, but won't rest, manhandling his band and adding to the first of year. Leader is currently in N. Y., and will rest before going back to work.

Barron was in service over three years and during that entire time his band has kept intact, working under his name with various substitute leaders. His is the only combination that was able to achieve the distinction of avoiding breaking up after its leader was drawn into service, at least among the so-called name combos.

## Peatman

Continued from page 39

declined upon and the trade papers asked to cooperate. This move is not designed or thought to be a cure-all, but rather an attempt to minimize the problem. It's felt that violations can never be completely stopped.

Prior to the meeting at which Dr. Peatman's listing was decided, the music industry was divided into two camps. Pariahs according to industry lists, various major music publishers had met in N. Y., as cited by Variety, at the time, and decided that the American Society of Composers, Authors and Publishers had nothing to do with their problem.

Change Pluggers' Lives? Use of Dr. Peatman's tabulations will alter completely the methods of securing plugs and will also have an effect, as a side issue, on the lives of contact men since late night work will not be so frequent. And it's hardly likely that any men will lose their jobs because of it.

Peatman bases his survey on audience-coverage, which means that, in order to make a showing on this list, quality of performance will supersede quantity. That's it in a nutshell. Dr. Peatman actually measures various factors, such as listener ratings, of programs, number of stations they are broadcast from, etc., but the "quality" performance is the biggest factor. This will have the effect of swerving pluggers' attention from mostly late night N.Y. stations, usually band remotes, to daytime and early evening plugs with highly-rated commercials the same ultimate object. Sharper emphasis will be placed, too, on Chicago and Hollywood organizations that do not hit N. Y., since these plugs are also taken into account by Peatman. His list will cover from 11 a.m. daily to 1 a.m. and his work will begin on Friday morning and end at 1 a.m. the following Friday morning (or Thursday night).

In installing the Peatman system as a yardstick of performance measurement, each trade paper will use the top 30 songs, listed alphabetically and with only publisher-designated, plus film and legit originality credits, exactly the same as Accurate's list, is published currently.

It's hoped by this method to minimize the importance of band remotes and other late evening programs, and also to eliminate "drives." As an example of how the Peatman system tabulates the results, the methods some publishers have used to make a showing on the Accurate listing, there is the case of a song that several weeks ago underwent a "drive" and wound up first. On the Peatman list it was in 40th place. For the virtually the same period, due to the fact that the majority of its performances were late night WOR orchestra slots that did not get much listener attention.

There has been much discussion and discussion among some industry people over the change from Accurate on the grounds that paying can be accomplished with daybreak radio as well as late night bands. Publishers feel, however, that since many midday broadcasts, sustaining or commercial, work with arrangements supplied them by station libraries, and are operated by people well paid for their efforts, that the payola evil will not be able to rear its head very high.

Broadcast Music, Inc., when it learned of the substitution of the Peatman system for Accurate, was bitter over the change. Ironically enough, it was BMI that originally encouraged the start of Dr. Peatman's efforts in 1941. This occurred at the time of the radio-ASCAP fight.

It has been estimated that the system of paying for plugs has cost the music industry, publishers or individual contact men who have done it on their own hook, in the neighborhood of \$400,000 annually.

**MUSIC**  
**BOURNE**  
**TO LIVE**  
**I'D CLIMB THE HIGHEST MOUNTAIN**  
(If I knew I'd find You)  
**BOURNE, Inc.**  
799 Seventh Ave. New York 19, N. Y.

## SANTLY JOY Standards

# CALL ME DARLING

SANTLY JOY, Inc.

1619 Broadway, New York 19  
Tommy Valando, Gen. Prof. Mgr.

"Variety," Nov. 28, said—  
"THE BELLS OF ST. MARY'S" Baffo  
box office... and another bright spot is  
Cresby's solo work

## AREN'T YOU GLAD YOU'RE YOU

By JOHNNY BURKE and  
JIMMY VAN HEUSEN

**BURKE & VAN HEUSEN, Inc.**

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MURRAY BAKER, Gen. Prof. Mgr.

WILL  
**OSBORNE'S**

NEW MUSIC

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Abbott and Costello Show  
For Camels, Thursdays, NBC  
2nd Season

Personal Representative:  
**EDWARD SHERMAN**

MANAGEMENT: M.C.A.

## AGVA, Shangri-La, and Noel Sherman Settle Dispute, 'Unfair' Rating Lifted

American Guild of Variety Artists and Dewey Yessner, operator of the Shangri-La, Philadelphia, amicably adjusted differences early this week. Subsequently, AGVA—lifted the "unfair" action against the spot and Yessner is busy booking his first show since the club had been put on the blacklist by the union's Philly local more than a month ago.

Controversy between AGVA and Yessner stems back several months ago when Noel Sherman, who had been producing the shows at the Niter, filed a claim for \$8,000 allegedly due him from the niter. AGVA entertained the complaint because Sherman claimed that a poorly performed of the amount due him was for salaries he personally had paid acts working in his revue at the Niter. AGVA went after Yessner to collect, not because of the producer, but because act's salaries were involved. Yessner, notified of the complaint, did nothing about it which forced the Philly AGVA branch to declare him "unfair."

Yessner retaliated by obtaining a temporary injunction restraining AGVA from interfering with his booking of acts and with his business. This was granted in Common Pleas Court, Philadelphia, three weeks ago, with AGVA's attorneys trying to block a permanent stay. Latter action was set to come up next week, but court action has now been withdrawn.

After the injunctive proceedings, Mail Sweeney, head of AGVA, found discrepancies in Sherman's claims. Sweeney agreed that Sherman would have to seek his redress via the courts.

After the "unfair" listing was lifted Monday, both Sherman and Yessner signed releases to each other for the amounts allegedly due. Shangri-La will present a new show this week.

Jerry Lester has been signed to succeed Joe E. Lewis at the Copacabana, N. Y., starting Jan. 3. King Sisters and Phil Regan also set for that show so far.

## Wife of Labor Man Killed In Club Brawl Settles Suit

Minneapolis, Dec. 4. Mrs. Annabelle Schneider, widow of the labor leader shot and killed by the co-owner of the Casablanca night club, a leading local niter, during a fight in the spot has settled her \$10,000 suit against the club's owners out of court. It's reported she received \$8,000 in settlement.

Rubin Shetky, the co-owner, who claimed self-defense, mysteriously disappeared during his trial for murder. No trace of him has been found. He was found guilty of murder in absentia.

## 3 Teen-Agers Handed Life for Murder Of Chi Niter Manager

Chicago, Dec. 4. Three teen-age thugs were found guilty in Criminal Court here Friday (30) of the murder of Carl H. Dahlquist, manager of the Town Casino, Loop niter, last Aug. 18. They were sentenced to life imprisonment.

Dahlquist was shot to death in his office in the hotel when he resisted a robbery attempt. Men drawing life from Chief Justice Harold G. Ward for the crime are Joseph Gilmore, 19, who had worked as porter in the spot; James B. Jones, Jr., 18, and Robert White, 19.

## Maestro Buys Into Club

Dallas, Dec. 4. Herman Waldman, well-known in band circles throughout the Southwest and for the past several months featured here at the Sky-Vu Night Club, has purchased a half interest in the night spot from Ben Friedman, who has operated the spot for the past three years.

Waldman will continue his present duties as maestro.

## Take Warning, Boys

Chicago, Dec. 4. Night clubs will be driven out of business by prohibition's return unless they go into the soda pop business, according to Mrs. Margaret C. Munns, national secretary of the Women's Christian Temperance Union. "People have learned the curse of alcohol and its evil influence on young people in this nation," she added.

Mrs. Munns also stated that the WCTU would plug the return of the dry area in their forthcoming international convention scheduled for Toronto in 1947.

## Iceland, N.Y., Club Sold For \$160,000 After AFM Local Boosts Salaries

Iceland, N. Y. niter was sold last week by Mike Larsen, for a reported \$100,000 to Abraham Goldstein, part owner of Duffy's Tavern, a midtown N. Y. restaurant. Contract has been drawn up and is being held in abeyance subject to okay by the Alcoholic Beverage Control Board of the state of license.

Larsen, who operated the club for five years, declared that change of classification from B to A, by Local 802, caused him to sell the place.

He said that successors will maintain the present policy.

## LONG-SCARCE MIDGETS NOW DIME A DOZEN

Chicago, Dec. 4. Anybody want a midget? They're a dime a dozen now.

If hasn't been like this for almost four years now, inasmuch as hundreds of the little people of show-biz put the old makeup kits in trunks after the war started, to take close-work jobs in war plants that no normal-sized person could fill. With layoffs, occasioned by reconversion of the plants back to production of civilian goods, the shortages are once more ganging up on booking offices.

Universal Attractions has added a cocktail and cafe department headed by Billy Austin.

## Florida Niter Offers Danny Kaye \$90,000 for Four Weeks, 50Gs Deposit

### Niter Dog Scraps

Chicago, Dec. 4. Tucked in among the cutlery and crockery on Chi niter tables these nights are white paper bags lined with wax paper. Printed on the outside of the bags is this message:

"You who, love your dog enough to carry home something they like in this bag will, we hope, help the dog who has not the good fortune to be yours and needs a handout desperately. Send your contributions to Orphans of the Storm, Inc. (Signed) Leone Castle McLaughlin."

## Battle Over Personnel

### May Halt NTG Unit's Date at Pastor's, N.Y.

Cancellation of the NTG (Nite T. Garden) deal with Tony Pastor's Uptown, N. Y., appears imminent, because of a squabble over chorus girls. According to a spokesman for the club, Frank Bruni, operator of the Florentine Gardens, Hollywood, where NTG is current and, who is packaging the show coming east, is seeking to cut down the operating cost of the unit by sending out with it a line of inferior girls.

Pastor manager declared that he's even ready to accede to Bruni's demand of posting \$48,000 in advance, representing eight weeks' salary, if and when the current Florentine Gardens show is ready to come east intact.

Pastor's Uptown was ready to change label of the spot to Club Fidelity for NTG. It was the name of the spot where Grandlund made his rep as a niter showman.

Lucille Manners, radio and operatic soprano made her niter bow at the Syracuse hotel, Syracuse, Tuesday (27).

Florida niteries are preparing to pay fantastic prices for name attractions in anticipation of the biggest season in many years. One of the highest offers for a cafe date on record is the \$90,000 assertedly offered Danny Kaye by the Colonial Inn, Hallendale, Fla., for four weeks. Spot wanted to show its good faith by plunking down \$50,000 in advance. Offer, however, was refused by Kaye.

Same spot also put out a bid for Milton Berle, dangling \$16,000 weekly and a four-week contract before him. Berle, who last week turned down an offer to go into the Carnival, N. Y., similarly nixed the offer because of a desire to return to radio. Berle closes soon in the legator "Spring in Brazil."

Colonial Inn now is dickering for Jimmy Durante, and has parted Xavier Cugat's orch, at \$5,000 weekly.

The Beach Riviera, has parted Bechet Merman, Mario and Floria, and Enrie Madruga's orch.

Even spots that won't or can't take the covers off green-felt tables, are spending heavy money on talent this season. Florida niteries believe this year will see the heaviest killing in history, predicated upon the belief that evacuation of Miami and Miami Beach hotels will bring in hordes of civilian spenders, who couldn't get accommodations last year. Again, the midnight curfew in effect during service occupation of the town, is off and niteries if they choose can remain open until 7 a.m.

## Morris Agcy. Additions

Topped by the signing of Ray McKinley, who led the Glenn Miller Army Air Forces Band overseas, the William Morris agency enjoyed an extremely active week in signing up band properties. Among the bands booked were Ramon Ramos, Pen-chino, Dextra and Phil Wayne.

Acts recently signed by the agency include Jean Sallon, Tommy Wonder and Jackie Heller.

"How am I doing after 40 years in Show Business?"

SOPHIE TRICKER

Now at La MARTINIQUE

New York City

"Me Too"

says: TED SHAPIRO

Best Wishes for the Holiday and the Year to Come



## Chi Cops and Military Police Mount Plans to Clean Up Clip-Rol Joints

Chicago, Dec. 4.—Loop's basement bistros and upholstered mahones are in for a spanking from local military, municipal and police authorities when visiting clip practices come to a sudden halt.

Military Police and Shore Patrol have threatened at one time or another during the war to take steps against some of the Loop establishments, which prey upon servicemen particularly, but until last week, when they met with municipal police authorities to discuss measures and compare notes, nothing of a concrete nature was done. Since then, the Naval Shore Patrol has placed one joint, the Three Deuces, out of bounds to its personnel, and is preparing to do the same to others most prominent in the small niterly field.

Prices in the Loop, and along Randolph Street especially, are between 20% and 30% above ceilings for joints of that type. Local OPA board admits that some of the bottles are operating extra-legally, since they have not turned in to the board ceiling price lists, required as of 1942.

Combined with the cash clip is

fact that the cheapest sort of booze is served. Former manager of the Prevue, who left to enter the advertising business, told Variety that few joints serve a full portion of liquor to any customer, but that shot and jigger glasses are rigged almost always to bring less than three-quarters of an ounce in most cases.

Jack-rolling of both servicemen and civilians discharges has taken a jump far above average, especially with Navy personnel, who are paid in advance, having less than three-quarters of an ounce in most cases.

A new angle has been added in the usual shell conning game, with pseudo-scientific approach, an innocent discharge spotted flashing a roll, and asking to see a discharge book, a couple of dates, also in the clip. Believing guy a brother-in-arm, victim goes and the discharges follow. Con man, with knock-out drops if necessary. This often takes place while the group still seated in the night spot, and managers admit to seeing it go on. The situation was brought to a head with the recent telling of a Navy veteran of 25 years in a Jap prison camp who was taken for a ride by a girl, later caught. Management people claim conditions can't be helped, and so far services have proceeded with difficulty in having civilian shells caught in uniformed.

Service law enforcement authorities admit they have no jurisdiction over discharges, and that all they can do is report as involving these men and women, to local police. However, both Army and Navy people say that they have a moral obligation to see that separates arrive home safely and with a reasonable amount of their discharge pay unharmed, and that it is in this direction that they are pointing their efforts.

By G. Holland.

## CAPPELLA AND PATRICK

One of THE CRACK DANCE TEAMS NOW CURRENT... THEY HAVE "CLASS"—IN FACT THEY REEK OF IT... THEY ARE SENSATIONAL—

2d Holdover Until Dec. 15

Just Closed Earle, Phila., and RKO, Boston

Thanks to MAX LOWE and H. LEDEKER

## Original ROY ROGERS

Atomic-Comic HELD OVER INDEFINITELY CASANOVA CLUB PANAMA

Thanks to COWES FATHI Famous CH. HARRY NATHAN New York

Mr. MATTY ROSEN—BEN SHANIN Paramount Bldg., New York

Need From Material! Then send for Dan Franklin's Original Atomic-Comic... Send one medium-sized envelope... Send five recent issues... Send one with address to individual. Query me. Box 1000, New York

OWN FRANKEL 1200 Avenue C, Chicago 20

## HARRY ANGER TO JOIN WITH MATTY ROSEN

Harry Anger, who resigned last week as managing director of the Earle and Metropolitan theatres in Washington, will combine with Matty Rosen, Jan. 1. New office will be called the Rosen-Anger office.

Anger, who was with Warner Bros. for nine years, was formerly in charge of stage shows at the Earle. Since the house cut out vaude several months ago, he was shifted to theatre operation in charge of both houses.

With Anger's joining Rosen it's expected the pair will go in for production. Definite plans aren't set yet.

## Ken Murray Scouting Acts for Coast Show

Ken Murray returned to the Coast over the weekend after scouting acts for a new edition of his "The Village" vaudeville at the El Com. Hollywood. The Berry Bros. and Russell & Rence are among the new acts set, opening around Xmas.

Murray is struck with the effectiveness of "The Village" 25-minute dramatic sketch he now uses to close the first half of his 180-week tour. He will give it more attention after 70 minutes of comedy just preceding.

Ted Lewis has been booked at the Latin Casino, Philadelphia, starting Jan. 11. He's in for two weeks with options.

## Sinatra's Par Bonus

Frank Sinatra drew a bonus of \$7,500 for each of the three weeks he played the Paramount theatre. N. Y., ending last Tuesday (27). He drew a bonus figure the last time he played the house.

Sinatra's contract with the theatre called for a \$5,000 salary. Date just closed was the last option he drew the house on a contract that originally called for \$4,000 a week.

## HILLBLISS' MIDNIGHT CONCERT AT \$3 SELLOUT

New York's staid Town Hall on Saturday (1) became a virtual starling operation with events starting at 11 a.m. with a lecture and winding up with Billi Rival's recital, complete with 11:15 p.m. Varied shindies such as Artie and Charlotte De Volt hard and piano recital. The Edison Concord jazz concert and the Warner Gershwin studio were sandwiched in between.

The most amazing event of the day probably was the live shindies, at which the supposedly sophisticated big-townsters stayed up until nearly midnight in order to pay a top sum of \$3 to hear a hillbilly ensemble add up to a lot of localities. It could be pointed out that the balladeer, Susan Reed, at Cafe Society Vauxhall, keeps fool up until very late with her canities. But Barney Josephson, who does comedy and liquor at adult parties. The same phenomena periodically occurs at the Village Vanguard when Richard Dwyer-Bent appears. There, too, is the added lure of stimulants. The bookers in the Grand building will not believe this even after it appears in print—\$3 for a hillbilly at midnight with no tips—no nothing—just a guy with a guitar.

When they hear that not only was every seat occupied but 100 chairs were placed on stage for a dance over, Strand and Gayety building tenants will probably read the nearest rodeo and sign up any contestant that can open his mouth.

They probably won't be bothered by the fact that lives ("The War-tario, Stranger") brings no note of literacy and a fine expression of folk-art to his calling. His record albums, with network shows and a stint in the legitier, "Sing Out Sweet Land," have prepared the way for his financial haul.

Resurgence of a Folk-Art. It could be pointed out that there's progress in central Red Cross interest, probably engendered by the war with boys from all over the world being thrown together in a common cause. It was natural that kids pick up the folk songs of their own and many from abroad, and learn to appreciate them.

I've been probably the foremost exponent in this type of art. The folk music has added authority, authenticity and his songs have the virtue of being melodic and full of meaning. But that will be lost on the Strand building percenters. They could more readily see the appeal of Eddie Condon's jazz concert held there earlier in the year. Condon and a group of uninhibited toasters gave the concert this year. Lincoln included Joe Sullivan and Gene Schroeder, pianist; Wild Bill Dafford, Red Allen, cornetist and trumpeter; George Wetling, J. C. Heard and Kansas Fields, drummers; Bud Freeman, tenor sax; Ed Egan, clarinet; Bob Dixon and Peanuts Hucko, horn; Earl Brown and Vernon Brown, trombones; Ben Webster and Bob Casey, bass; and Condon at the guitar with Fred Robbins of W.O. Flinck at the mikes.

Just the crowd was sent in the two-hour stint.

## Bowery, N.Y., Floor Show Doubles Into Theatres

"Sammy's Bowery Polies" will double into vaude from the Bowery, N. Y., bistro for a three-week run-around of RKO theatres in greater New York. Deal was agitated by Billy Jackson, talent agent. Unit opens at the RKO Prospect theatre, Brooklyn, tonight (Wed.) for a two-day stand, and will successfully play one and two day dates at the Buickville, Madison, Republic, Tilyou and other RKO houses until Jan. 12. A chartered deal will perambulate talent between theatres and night spots. Unit includes Frank Gerard, Tillie Scheider, Norma Devine, Mabel Sidney, Daisy Lewis, Don Pelletier, Marty Reed, Billie Dauchica, Joe Reed and Charles Corrigan.

## Michigan and Detroit Authorities Launch Probe Into Club Ownerships

Detroit, Dec. 4.—Michigan Liquor Commission, Detroit police and the Michigan Securities Commission, guided to action by bitter newspaper editorials and "inside" by-lined newsmen in Detroit papers, have started an investigation of the men behind the men in the cafes, night clubs and private clubs in Michigan, and especially in Detroit.

Glenn C. Hague, a special attorney assigned to the Commission, and an able detective have been assigned to do nothing but dig out the guys behind the guy behind the bar.

Tenor of the news copy that has forced officials into action is that the prohibition era toughies are back and going strong. Heavens here have claimed that hoodlums are paying up to \$20,000 for liquor licenses. Coin is paid for "front" names because a police record has a hard time getting past the State Liquor Control Commission. The Free Press alone claims to have turned up 17 such places simply by turning its police records loose for a week.

There's a lot of truth in the suspicions, but what to do, Cops can't arrest without warrants. There's no law against a gangster lending money to a guy without a police record in front for him, except that the brand policy powers of the commission could stop it if they could find it. The Michigan Commission has said it has no power over the "transfer" of licenses already issued, thus further complicating the situation. However, Michigan law stipulates that there shall be a maximum of one license for each 1,500 of population. This would give Detroit about 1,100 bars.

However, there are about 2,700

## GI'S RED CROSS CLUB, LONDON TURNS CAFE

London, Nov. 27.—"Rainbow Corner," famous GI's hangout in the heart of Piccadilly, London, has been acquired from the Red Cross by a London catering firm for \$120,000. Firm will take over next spring, retaining the original name.

An enlisted man's club, the "Corner" was central Red Cross establishment in London. GI's could get sleeping accommodations there for about 40 nights, and a place to sleep, a snack bar, a restaurant and a dance floor. Red Cross also booked guided tours through the city from the "Corner."

## Benny Davis to Write, Stage Cops, Miami, Show

Benny Davis has been signed to write and stage the new show at the Copacabana, Miami Beach, starting Dec. 20. Spot has one of the heaviest talent budgets in the area and will open with a cast including Johnny Johnson, Jim Murray and Russell Swann.

Joe B. Lewis has been set for the January show and Ritz Bros. are slated to open in February.

## Thompson-Tilton Concert

Johnny Thompson, radio's "Song Selection" will be guest artist at the all-Gershwin concert Paul Whitman's orchestra is presenting at Joe B. Lewis' New Rochelle (N. Y.) High School Dec. 15, for the benefit of the New Rochelle Hospital.

Johnny Tilton, singing star of Whitman's "Philly-Hall" and Whitman, will sing several duets with Thompson, in addition to solo offerings of her own.

liquor places in Detroit. If the Commission really gets tough, a lot of licenses will not be renewed. Detroit police say the "brokerage" in licenses is so bold that several characters are doing it full time. But try to get proof that will hold up in court.

The Securities Commission comes into the picture because it licenses private clubs, which are allowed to have some gambling privileges under certain conditions. The clubs have likewise been racketeered—once raiding up to \$100,000 in gambling privileges under the law can give it authority to break it up. Such a change almost certainly will be brought to the floor of the next legislature. It will provide for Harold Groen, Commish secretary, for close supervision and no locked doors.

Green, Hague and Inspector Kenneth Lawrence of Detroit's vice squad are combining their efforts on pooling their resources to curb the situation.

## T CORAL

Golden Voice of Latin Americans

HEADLINING

New CLUB BALI MIAMI, FLORIDA

Beginning Dec. 7th

Gracias a mi Amigo Gerardo

SENIA GAMSIA 1697 Broadway, New York CO. 5-4210

Originality Plus Versatility

## STEVE EVANS

Offering HAPPY TIMES & JOLLY MOMENTS

Currently Appearing Lookout House, San Francisco NOT—MATTY ROSEN

ALWAYS WORKING "WHITEY" ROBERTS

New on 5th Month MUSTOP, San Francisco

Offering: SAM THOMSON WILLIAM ROBERTS' AGENT

## CHARLES LAND

The Continental Troubadour

OPENING DECEMBER 12TH TERRACE ROOM, MIAMI, FLORIDA

## THE SAMUELS

A Marine and a Wack

OPENING DEC. 5TH CORONET CLUB PHILADELPHIA, PA.

FOR 2 WEEKS For Mgt: JERRY ROSEN 604 Fifth Avenue, New York











## Plays on Broadway

on.















# BEATRICE KAY



## Roxy, New York

Hottest show to hit the Stem in many a moon was unveiled at the Roxy, Wednesday (14). Actors, bookers and showbiz people generally should go to the house to see what a stage bill can be, and so very often isn't.

Opens quietly enough with a brief intro by Carl Ravazza, but then the show gets going.

Bring effective reactions from audience. This clears the way for Beatrice Kay, the chanteuse. Many a claim is made for many an act along the lines that it is sensational. In Miss Kay's case this is actually true. Singer-comic bursts like an earthquake bomb on the Roxy stage and completely dominates everything—house, band, other performers. Gal is so great that patrons audibly comment about it. With the show she gives at the Roxy she moves into the small coterie of performers of the first rank. It not material alone, tho the stuff she purveys is fresh and very funny. It is the artistry, the command and the projection with which she invests the words and music that count so heavily for her. Altogether a memorable conclusion to an exceptional show. Biz capacity. Pic is Dolly Sisters.

Paul Ross.

## Roxy, N. Y.

This is possibly the best-rounded show the Roxy has had under its recently innovated presentation policy. It really plays like a million.

The bill plays fast, has been neatly staged and achieves a greater intimacy with the audience than any other recent layout that's played the 20th-Fox flagship.

All the individual acts are excellent, and that goes for the opening Maurice Rocco, with his upright

ending of the black-and-whites, to the closing Beatrice Kay, with her mugging and travesty of oldtime tunes.

Miss Kay can really rock 'em with her showmanship, and she really gets those laughs with those hokum bits of biz that never for a moment are out of the realm of good taste and expert timing. Her style is so typical of the vet performer who has adopted the schmaltz of another era, and knows how to use it well whatever the times.

Kahn.

*Critical reviews...*  
**NOT**  
*Press Agency!*

Management Counsel—

**MICHAEL L. VALLON • MARY VALLON**

RKO BUILDING • RADIO CITY • NEW YORK, N. Y.

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# THEATRE

## Response to Jack Benny 10G Contest Sparks Air Sponsors to Giveaways

Sparked by a 125,000 response payoff for the initial week of the "I Can't Stand Jack Benny" contest, radio sponsors in increasing numbers are becoming "box-top" conscious, with indications pointing to a wholesale revival in 1946 of the era of giveaways as a bid to hypo audience attention. The move, paralleling the pix house "dishes-with-every-admission" sweetstakes of several years back, is seen as a last-minute stab at bankrollers what with the demise of the wartime era of excess profits, to obtain a more accurate gauge of their audience pull in a re-evaluation of their investment in radio programming.

Actually, the George Washington Hill cash-in on the sock response to Benny laying it on the line for a 10 cent payoff in Victory Bond awards—now strictly from a gag, and has easily outweighed within five days total of 68,000 entries were in the bag; into one of the top speed-grabbing gimmicks in radio. That's what lured other bankrollers into the giveaway fad.

Not generally known is the inside story on how it came about. When

(Continued on page 54)

## 'Hot' Salaries For Name Acts Offered By Gambling Spots

Opening up of gambling spots in various parts of the country, especially in Florida, is having the effect of raising salaries terrifically in the name acts.

Fabled deal to be reported is the offer received by a top singer from a gambling joint which offered a contracted salary of \$10,000 weekly, along with an under-the-table deal which would net another \$10,000 weekly. With such a deal, performer could make 10G class, on which no taxes would be paid in addition to the regular clearance after taxes up to the contracted \$10,000.

It's felt that such procedure, which is starting out experimentally, this year may become standard practice in spots that derive most of their income from the green felt tables. Government men would have a difficult time in computing gambling profits in any spot, and any extra dough paid out to performers could easily avoid the listing of losses. Even if a comparatively straight set of books were kept, additional bonuses paid to entertainers could be put into the loss column.

## Grauman's Hoofery

Hollywood, Dec. 11. New ballroom, costing \$150,000, is projected here by Sid Grauman, Dave Sargent and Abe Shore, who recently paid \$260,000 for the site, now occupied by a parking lot, Hollywood blvd., one block east of Vine st.

Blueprints have been worked out and construction will start as soon as materials are available.

## Nice Horsie!

Hollywood, Dec. 11. Louis B. Mayer was admired as a volunteer Santa Claus when he asked his tiny star, Margaret O'Brien, what she wanted most for Christmas, without batting an eye, the youngster said: "Do you think it would be too much to ask for Biushie?" (Biushie, owned by Mayer, was voted "Horse of the Year" by 30 experts.)

## War Goods Used For Peace Fun

Detroit, Dec. 11. Don't be surprised to find Michigan tourists regaled and powered by motor generators that were used on Guadalcanal and other Pacific islands.

The Michigan tourist industry according to the Detroit office of the Reconstruction Finance Corp. is charged with disposal of surplus war goods, is the biggest buyer of war leftovers. Unpatented telegraph poles designed for use in Normandy, will bob up as log cabins in Northern Michigan. Vacationers will be asked to resort spots in reconstructed war planes.

Michigan resort owners are buying DDT in great volume, RFC reported. Entire camp areas will be sprayed with the bug killer. Resort table tops will be painted with a resin plastic which is immune to acids, stains or burns.

## BEER GARDENS WITH 16MM. PICTURES

Another type of show business is the contemplated beer garden—with 16mm. pictures—in conjunction with an appeal to family parties, but these would be only a summer proposition. If slate laws would permit there would be, according to some sources, beer halls running 16mm. films on the style but cleaner and modernized of the old Coney Island movies in beerhalls in the silent days. Other new proposition:

The bowling associations predict a 25% increase in the number of alleys to be built in the next three years. There are approximately 1,000 alleys with a total of 500,000 individual alleys in operation now and since this is becoming a family business, homes as well as places to pick. In fact some theatre circuits are considering installing alleys in their theatres as is the case now in two situations in the N. Y. area. Several new theatre plans provide for bowling alleys in the basement.

An increase in the number of slot machines is also looking up with the release of building materials.

## WARMING UP ITS COLD FEET

By GEORGE ROSEN

Chicago radio, alarmed over the wholesale exodus of talent, shows, accounts, etc., which has been accelerated in recent months, is mustering its forces in an attempt to check the situation and restore radio to its one-time local prominence.

The Chicago division of the American Association of Advertising Agencies has called a special meeting for this week, chiefly to discuss "Why Is Radio Leaving Chicago?", with all branches of the industry to be represented in a move to determine the causes and to propose remedial measures.

The entire Chicago radio picture and what's been happening recently will be kicked around in a round-table discussion by a special panel. (Continued on page 50)

## Xmas Spending Spree, Epidemic of Colds, Making B.O. Inroads

Last year's Christmas shopping period hit theatres harder than in previous years, but the current Yule-buying season will end up in worsened shape for the boxoffices. It is predicted in theatre and sales circles. Widespread epidemic of flu and colds is also hurting right now.

This year the Xmas shopping slided earlier than before, with much buying during November when retail sales in New York City ran approximately 17% ahead of 1944. For the first Yuletide since Pearl Harbor people not only started spending money in wads immediately after Thanksgiving but, with plenty of the moola apparently available, are buying more luxury items this year.

It is estimated in merchandising (Continued on page 23)

## Video, Good for 'Eye Appealing' Ads, May Steal Magazine Thunder

## Elliott Roosevelt Again In Radio as Ark. V.P.

Washington, Dec. 11. Camden Radio, Inc., of which Elliott Roosevelt is vice-president and 5% stockholder, last Thursday received a FCC okay for a new local station in pint-sized Camden, Ark. The company, which application has been in the FCC file since March, 1942, will bring to the town its own local radio service.

According to the application, Roosevelt received a \$500 block of stock for "advisory services to the station" drawn out of his severance. (Continued on page 27)

## Medal of Freedom to Abe Lastfogel Signals USO Contrib to War Effort

## Band Carries Own Bookie

A name band recently completed a one-night and theatre tour with an unusual member of its entourage.

The outfit carried its own bookie.

## TA Takes Firmer Stand Vs. Benefits

Initial step in limiting number of benefits came Thursday (6) when Theatre Authority nixed a request for a Madison Square Garden grata show, and declared itself against further cult performances in that spot by new organizations. Only exception will be shows designed to raise funds in time of national emergencies.

TA board also instructed its executive secretary, Alan Corelli, to talk with Garden officials in an attempt to limit shows.

(Continued on page 23)

## THESE NEW GABBERS ARE SO PARTICULAR

Politicos who have discovered the lush field of radio are being choosy about prospective sponsors. Mayor LaGuardia, signed last week by Liberty magazine, turned down three prospective bankrollers before settling on the mag.

Music Corp. of America is having similar trouble in getting a sponsor for its new radio station, the treasury Henry Morgenthau. He's already nixed one payee and has expressed himself willing to pay comparatively cheaply if a liberal sponsor is available.

Value of USO-Camp Shows to military operations was again given official recognition by Gen. Dwight Eisenhower, when Abe Lastfogel, president of USO-Camp Shows, was awarded the Medal of Freedom by Maj. Gen. Joseph W. Byron, director of the Special Services Division, at Camp Show's fourth anniversary luncheon held yesterday (Tuesday) at the Waldorf-Astoria hotel, N. Y.

Medal was presented to Lastfogel for outstanding services in the ETO during the period of June, '42, to May, '45.

Lastfogel accepted the medal in behalf of show business and his associates at Camp Shows. The outstanding heroes in Camp Shows, Lastfogel declared, were the performers who played in the combat zones. Not all shows were of top caliber, he said, but they were the best obtainable.

He paid tribute to those who helped carry on the work, citing the contributions of Walter Hoving, chairman of the USO Board; Bert Lyall, Eddie Mannix, Y. Frank Freeman, Edward Arnold, James Cagney, Col. Marvin Young, George Murphy, Kenneth Thomson, Col. Lawrence Blenheim, Maro Wolf, the late Hal Halberstam, "who is not here to share our tribute," and Emil Friedlander. Of Lawrence Phillips, executive vice-president, he declared, "He is ideally" (Continued on page 21)

## All-Nite Celebrating OK For New Year's Eve In New York

The pre-war type of New Year's Eve celebration in New York City will be back this year with formal wear mandatory in many spots. All-night revues, cafes, and being permitted for the first time since Pearl Harbor.

White tie and tails have been making appearances sporadically during the last year, but this time many a male will have to don his tuxedo outfit for shindigs at spots such as the New Yorker hotel, Waldorf-Astoria, Stork club and El Morocco.

Most cafes in town will apply for an all-night operation permit to be allowed for the first time this year. Cost for the license is \$10. Usually the permit is \$5.

Turnout for this New Year's Eve is expected to be the heaviest in history. (Continued on page 50)

## 21' Wake for Bob Benchley

Mar Connolly, et al. will pay their own style tribute to the late Robert Benchley on Wednesday (Wed.) 21 Club, N. Y., from 5 to 7 p.m., in a private room, when "two, his oldest friends, drink to Mr. Benchley."

That's the way, Connolly said, Benchley would have wanted it. Actor-humorist was always referred to by his friends as "Mr. Benchley."







# PICTURE BULL MARKET.

## K. Loan to Aid Pix by Freeing Earnings; Tax Problem Unsolved

Greatest benefit accruing to the film industry, if the proposed extension by the United States of \$3,750,000 credit to the United Kingdom goes through, is Britain's request that no impose restrictions on the withdrawal of American earnings from the U.K. At present, British companies have to pay restrictions beyond normal taxes on the transfer of currency but there has been an intensified campaign in the House of Commons recently to institute some sort of control over film rental payments to this country. Earnings of U.S. companies were frozen early in the war but the embargo was lifted through the negotiation of lend-lease.

Under the financial agreement, which was announced in Britain and the U.S. last week, the British government "agrees that, after the effective date of this agreement, it will not apply exchange controls in such manner as to restrict (a) payments or transfers in respect of products of the U.S. permitted to be imported into the U.K. or other current transactions arising out of current transactions."

With the industry's interest centered on blocked sterling accumulations, which now total about \$14,000,000, it's significant also that Britain agrees to settle with other countries in the sterling area to enable them to pay for products of American goods, including pictures, with dollars. Sterling area includes all the British dominions except Canada and Newfoundland, and all British protectorates or protected States.

(Continued on page 54)

**Richard Mealand**  
Paramount's Hollywood  
Story Editor  
wants to know

### 'Have You Read Any Good Pictures Lately?'

in the  
40th Anniversary Number  
of  
**VARIETY**

## Harry Gold As H. Hughes' Rep

Harry Gold was due to sign a contract on the Coast last night (Tuesday) whereby he will become eastern sales rep for Howard Hughes. Thus, now eastern sales manager for United Artists, stays in the U.S. fold, much in the same sense as Carl Lescauer, who became vice president of Ben Bogusowicz-Low, continues with UA even though resigning as the company's general sales manager.

But Hughes and Bogusowicz (Loew) are UA releasing independents. Hughes still has "The Outlaw" on the shelf, but wants it sold this coming year, and is also 50% owner of California Productions, Inc. (Preslon Sturges), which is concerned now with two indie pks. one of them to be Harold Lloyd's comeback as a film star.

## HECHT WILL SLICE 'ROSE' PROFITS SEVEN WAYS

Hollywood, Dec. 11.—Ben Hecht, producer at a press conference, announced that he would share profits of his recently completed picture, "Spectre of the Rose," with seven members of his troupe. In addition to the salaries they drew while the film was in work. Under his BenHecht contract Hecht draws 50% of the net profits of the picture. Percentages, he said, will be paid out of his share.

Profit sharers are Lionel Stander and Judith Anderson, thespis; Lee Garmes, cameraman and assistant producer; George Arlino, writer-director; Ernst Fegte, art director; Tamara Gebo, choreographer, and Harold Godsee, assistant director.

## Spirited Times Set By Byrns for Indie Pix

Hollywood, Dec. 11.—Berny Byrns, indie producer, is lining up published adventure books by his series of streamliners, costing between \$125,000 and \$150,000. Meanwhile Byrns is rounding up a production staff for the filming of a John Steinbeck novel, "Cannery Row," which he recently bought. Author's treatment of the book has arrived from Mexico. Steinbeck is helping the production of his story, "Pearl of La Paz," by a Mexican company.

## Johnson's Talent Quest

Nonally Johnson, International Pictures producer, has been cast looking for talent for two pix projects he will do. Has o.s.d. several, including Tom Emory, of "Day Before Spring," John C. Wilson, musical.

Johnson returns to Coast Friday (14).

## WAR FILMS WILLIONAIRES

The current bull market has made many new multimillionaires in the picture business even under the capital gains structure.

Not even in the high pre-1929 days has the picture business seen such quick fortunes made in Wall Street. Many picture company officials, fortified with option warrants to buy big blocks of their own corporation's stock, have cashed in tremendously. Even the most ad lib picture big statisticians count into the millions the profits taken by this or that movie mogul.

Casual reference to Barney Balaban, 100,000 shares on option at \$25, with the stock near \$55 now, figure a \$5,000,000 profit there. The Warners with their sundry family trusts control some 800,000 common shares which, at the \$5 annual dividend just declared, mean a \$1,600,000 yearly yield alone, not to mention the staggering profits their

## Earnings' Estimate

N. Y. Journal of Commerce last N. Y. estimated per share earnings of three major film companies for 1944, with Paramount credited with likely to earn \$4.00 a share under new tax rates if earnings are at the level of 1943. The first three quarters of 1945. Publication estimated that the first three quarters of 1945. Paramount would earn about \$4.15 and 20th-Fox about \$6.35, assuming that the latter conversion into common of all convertible preferred is completed.

holdings represent at the present \$34 price, considering they picked it up from \$5 and upwards.

In RKO, N. Peter Rathvon, Ned Depinet, et al., holdings at \$10. Stock today is around \$18.

Universal skyrocketed from \$10 options to \$47. Multiply that by the 85,000 shares said to be owned by J. Cheever Cowdin; the large holdings of Nate Blumberg, John O'Connor, Matty Fox, Charles D. Warner, Bill Schulz, Joe Seidemann and the other U. insiders, and there's another new crop of millionaires.

Seymour and Charles Skouras, the Metro dynasty of Lillies' 3-for-1 split, Harry Cohn, Jack Cohn, Nate Spingold, et al., in Columbia, and others, all within the same prosperity orbit.

The terrific pace being set by film company stocks in the past three weeks, with picture shares reaching new 1945 highs almost every day, appears almost a race to see which company will have the honor of being the highest priced picture stock. Lead has shifted from Paramount to 20th-Fox, and now back again to Par. Paramount now is the highest price common on the N. Stock or N. Y. exchange as result of a sensational upshot last week. Par closed at \$47.75 yesterday (11th), after a 10-point points on the day last Friday (7).

Loew's common was the bellwether stock for the year but as result of the three-for-one split last May the stock naturally has been a little lower. N. Y. Jan. 7, Loew's is that it has managed to stay so high in view of the split, and the (Continued on page 23)

## Benjamin Made Counsel For United World Pix

Robert S. Benjamin, of Phillips, Lynde, Benjamin & Krim, was appointed general counsel of United World Pictures this week by Matty Fox, president of the newly formed company. Benjamin, active in film legal affairs for years, has served as counsel for a series of streamliners to Pathe Industries and other show biz firms. Benjamin's duties will be executive, as well as legal. For the last five years he has been executive officer of the Signal Corps Photographic Center. He continues as a member of the law firm.

## U.S. Musicals Rare Best In Austria; War and Documentary Pix Get Brushed

**H. Allen Smith**  
has written a hilarious piece on  
"Some's Hidden Trick (Or Why I Never Got My 'Y')"  
a highlight feature of  
**VARIETY's**  
40th Anniversary Number

## Beetson in \$250 7-Year Pension

Hollywood, Dec. 11.—Fred W. Beetson, who came here in 1924 as Will Hays' front with the Association of Motion Picture Producers, has been placed on a seven-year pension at \$250 a year. Beetson was taken ill several years ago which kept him inactive from his post of vicepresident.

When Eric Johnson replaced Hays Beetson decided he wanted to put another man in the job, the association decided to retire Beetson who had been getting \$50,000 for the year. Byron Price, who succeeds Beetson, will get \$75,000 a year starting Jan. 1.

## BULLISH ON WB'S NET WITH '46 TAXES DOWN

With Warner Bros. annual financial report expected out before the end of this month, financing circles estimate that the corporation may show as high as \$9,120,000, or \$2.40 per common share for the fiscal year ended last Aug. 31. Warner reported \$1.77 a share for the first nine months ended last May 27.

Warner Bros. will not receive benefit of the excess profits tax elimination until four months have passed in the current fiscal year. Such long-range forecast naturally is predicated on belief that current earnings pace will be maintained.

## Ted Gamble, U.S. Treasury Aide, to Be Feted by Pix

Ted R. Gamble, for the last four years national director of the War Finance Division of the Treasury Dept., will be honored at a testimonial dinner to be given him by associates in the motion picture industry in the grand ballroom of the Waldorf-Astoria hotel, N. Y., Jan. 7.

Seymour Skouras, 20th-Fox president, will serve as general chairman of the dinner committee. Rest of the committee will be announced shortly. More than 1,000 are expected to attend.

## Herb Yates Back West

Hollywood, Dec. 11.—Herbert J. Yates checked in from New York over the weekend and started planning for his new duties with Allan Dwan, Lou Gray and other Republic producers. He will return east shortly before Christmas.

Official audience reaction report filed by Eugen Sharif, films officer here, shows that among the 20 American-made films currently thriving throughout this country, the musicals are enjoying the greatest success. Films dealing with documentary warfare or propaganda, showing up the German soldier as a weakling, have to be forced upon the exhibitors.

The musicaloppers are 20th-Fox's "San Valley Serenade" which ran 24 days in Salzburg, where pre-war policy was a split week; "Sun" is also in its fourth week at a Vienna theatre. Columbia's "You Were Never Lovelier," third week at Salzburg; RKO's "Tom, Dick and Harry" took 10 weeks for seven weeks at the Kolosseum theatre in Vienna, according to Sharif's report. Metro's "Sergeant Strelow" is now in its eighth week at Linz; RKO's "No, No, Nanette" second week at Linz; the documented "Toscanini" short is also doing well.

The "imaginative films without music" rank second with the Austrian. "The Three Musketeers" and "The Witch" hit several weeks at both Salzburg and Linz. "It Happened Tomorrow," also UA, had a very successful run of eight weeks in Vienna; Columbia's "Here Comes Mr. Jordan," in its fourth week in Vienna; also RKO's "All That Money Can Buy."

Among serious fare being well received is Metro's "Young Tom Edison" in Salzburg, Linz and (Continued on page 27)

## Spanish Talkers

## May Be Produced In Bio's Bronx Plant

Takeover of the old Biograph studios and laboratory in The Bronx, N. Y., involving close to \$1,500,000 rental deal over a 15-year period, is reported nearing completion. Group of Latin-American picture producers, some with experience in Mexico, are seeking the Bio plant from the owner group headed by David Lehman, v.p. The Latin-American producers would make Spanish-language pictures at the N. Y. plant, and possibly produce some versions as soon as the originals are turned out.

Biograph studios and lab are located in two factory structures near Prospect Ave. between 175th and 176th St. Understood that present rental terms under existing lease are for close to \$100,000 annually on an average for a 15-year period. In addition, certain production expenses will accrue to the Biograph owners, if present plans go through.

Under negotiations now being carried on, terms of the deal would permit the producers to construct a new sound stage if additional space was required. Furthermore, the Biograph plant also could be converted into an extra-high ceiling stage if needed.

Producer group is seeking studio space in N. Y. because figuring out high costs and facilities would help them on Spanish-language picture-making. They are reportedly not pleased with current conditions in Mexico for turning out pictures.

## SAG Joins Fight Vs. U.S. British Tax Pact

Hollywood, Dec. 11.—Screen Actors Guild has lined up a fight against the ratification of the proposed tax treaty between this country and England. Treaty, designed to protect Americans temporarily working in England against double taxation, does not include actors or other entertainers. These want the Senate to amend the bill.

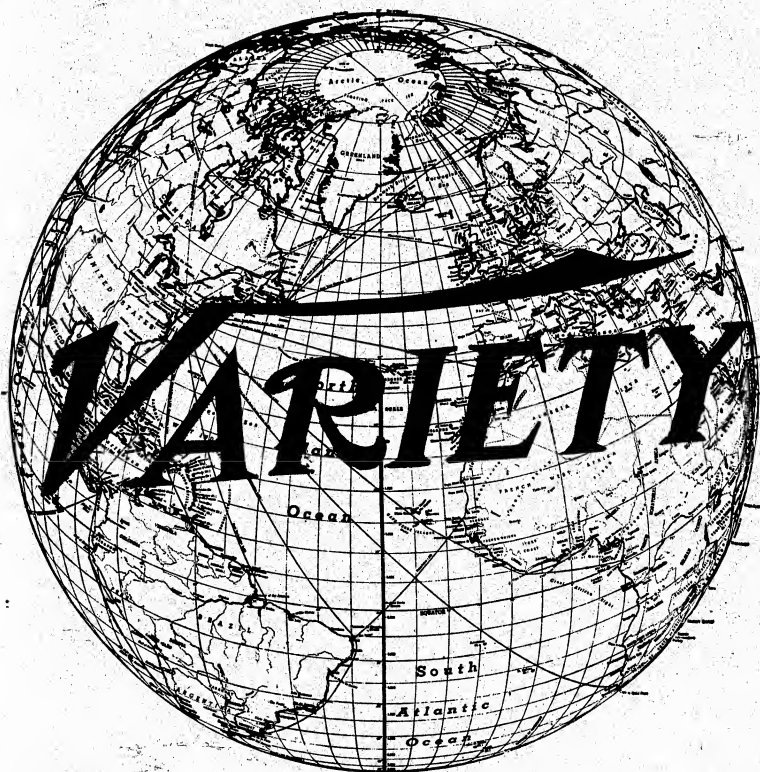
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# WORLD WAR II

## Export Assn. Reviews Obstacles Of U. S. Picture Companies Abroad

Current foreign headhaches in Holland, Germany, Japan and China were reviewed in detail at a New York meeting of the Motion Picture Export Assn. last Friday (7). It was pointed out that negotiations are continuing to remove obstacles holding up distribution of U. S. pictures in Holland. In order to speed these, Henry W. Kahn, who's had long experience with many American film companies, has been picked to represent the Export Assn. He goes to Amsterdam within the next 30 days. Kahn is an one-year loan from 20th-Fox to the association.

American foreign department officials who are members of the Export Assn. also discussed the possibility of limited distribution of U. S. product on a commercial scale in the following countries: Argentina, where picture rights are distributed by the military authorities. Just how this can be handled, and when, now is being studied at the suggestion of occupation authorities. Situation in China, where U. S. is being reviewed. There a central film exchange, functioning as a private enterprise, has been established. Plans for re-establishing normal conditions there, assistance in furtherance of the Army's educational program is a factor.

Two problems are bothering American film company foreign departments in China. One is the lack of exchange at the confab. One is number of deductions taken from their accounts in the Chinese. For example, in Chungking film, amusement tax, revenue stamps, postage, savings, charity, business tax, war bonds and country reconstruction bonds leave only \$68.94 net for the distributor and distributor's share of \$250. The other is in the Shanghai area, where the distributors are complaining in the effort to save local interests to perpetuate the monopoly established by the Japanese.

Negotiations over restrictions in France and England still are continuing between U. S. State Dept. and governments in those countries.

## LT. COL. ODELL'S SPOT WITH PAR UNDEFINED

No exact spot has been set by Paramount for Herman Odell, former Chicago attorney recently drafted from the Army Air Force according to Barney Balaban, president of Par, who adds that the appointment is in line with building up reserve manpower for the company. As a starter Odell is headquartered in Chicago, home of Balaban & Katz, studying theatre operations from that point and generally familiarizing himself with the picture business from that end.

In the AAF holding the rank of Lieutenant Colonel Odell is an attorney for the Securities & Exchange Commission, specializing in the interpretation and use of public utilities, prior to enlisting in the Army as a private in July, 1942. He has been both in Europe and in the south Pacific theatre's of war.

## Casey Robinson's M-G OK For 2 Bogeans Indies

Hollywood, Dec. 11. Casey Robinson will be taking a 10-month leave from the Metro lot to shoot up with Benedict Bogeaus in the independent production of two pictures.

"It is 'The Short, Happy Life of Francis Macomber,' a yarn by Ernest Hemingway. Second, a screen biography of Anna Pavlova, starring Tullio Caracciolo, who has also been given a leave of absence by Metro.

Robinson-Bogeaus deal involves Gregory Peck's services for one pie.

## RITA BACK IN TUNE

Hollywood, Dec. 11. Rita Hayworth will return to musical composing in her next starring, "Down to Earth," slated to start Jan. 15 at Cushing.

Hal Doan the director assisting with Don Hartman producing.

## Kay Campbell details why

## "Hollywood May Come Into Its Own As A Style Center This Year"

on editorial feature of  
**VARIETY's**  
40th Anniversary Number  
to be published soon

## Author-Ballyhoo in Pix Gets Hypo Next Month As Horne-Deutsch Go West

Hal Horne and Armand DuMont head for the Coast in a month or so to set up studio space preparatory to filming two, Taylor Caldwell stories, "This Side of Innocence" and "The Wide House." First is being currently scripted east by Don Ettlinger, just out of the Army. Lt. Stuart Kramer, due out of the Navy this week, will supervise it for Story Productions, Inc., as the new indie unit is called.

As the corporate name implies, emphasis will be all on story, forthright and candid names as they present themselves.

Recalling some of Horne's ballyhoo for Betty Smith's "A Tree Grows in Brooklyn" and other properties, such as A. J. Cronin's and others, when he was head of the public and advertising for 20th-Fox, a new era in glamorizing the authors will come into being in Pix.

It will parallel the technique which some book publishers have already utilized on, especially when given photogenic subjects such as Kathleen Winsor ("Forever Amber") and the more recent bulging for Neuf Burt ("The Manster"). This, whenever an author can handle himself or herself in person interviews, over radio in guest-shops, etc., that's the type of additional ballyhoo which will now be harnessed for benefit of pie b.o.

In the case of Mrs. Caldwell's "Innocence," which is in second installment in Ladies Home Journal, and is the May selection by the Literary Guild (when Scribners will also publish it in book form), the Buffalo authoress gets \$100,000 against a percentage cut from the film.

With the appointment of Max Youngstein as general manager of SP, and Jerry Pickman, former assistant to Horne at 20th, as publicity director, Horne said that negotiations were under way for additional production men and for a field force that would go far beyond the production department of any indie producer and would rival that of any major. Ted Lloyd, former radio publicity chief at 20th, has also been added to the SP staff in the same capacity.

## Mary Pickford Resuming Production With 'Lona'

Hollywood, Dec. 11. "There Goes Lona Theatre" will lead off Mary Pickford Productions' slate in 1946. Several top story properties are on schedule, but "Lona" will be the banner, with finished script turned in yesterday. Probably film will be followed with "Champagne for Everybody," a comedy picture, featuring "The Bat" and "One Touch of Venus."

"Lona" had been shelved, because of casting difficulties.

## CONVINCING TO 16MM. FIGHT

Chicago, Dec. 18. Theatre owners and circuits who have been fighting so-called "jack-abbott" exhibitors should get into the game themselves according to local 16mm. distrib. Contending that the exhibitors should get into the game and is continuing to grow as fast as that of the narrow-gauge roadshow cannot be blocked, heads of DeVry, Ideal, and other outfits long in the trade add that even the large pic exhibitors are showing their realization of the value of the roadshow by entering the field, on their own, in foreign countries.

Until the outbreak of the war, the U. S. was supporting better than 9,000 roadshow circuits and could look forward to the immediate increase of more. However, subsequent gasoline and tire-renting cut down "jack-abbott" activities to a great extent, since the exhibitor still had to depend upon his automobile to reach the rural audience.

Because of the comparative ease of setting oneself up in roadshow exhibitor, relatively young people have entered the field and are making a success of their endeavors. Actually all that's needed is an automobile, a projection screen, a speaker, a few reels, and the ability to sell local merchants on film sponsorship which is not too difficult.

Because of the portability of 16mm. equipment there's no necessity for even a small trailer. This involves a total cash layout, excluding car, of less than \$2,500, and that's with good equipment.

Large distributors argue that a theatre owner already established in a small town, in his very existence as one of the town's leading citizens, enough influence and reputation in the surrounding area to sell the roadshow.

Actually, what has happened in many cases has been just the reverse. Roadshow men who have established themselves well enough along certain routes and built up sufficient cash reserve, have been able to finance their own permanent theatres and joined the ranks of owners who are now hounding the "jack-abbott" in almost every state. The prohibited 16mm. theatre idea, which has been kicked around the narrow-gauge circuit for several years, may now be a reality.

The prohibited 16mm. theatre idea, which has been kicked around the narrow-gauge circuit for several years, may now be a reality. Exhibitors look forward to the day in the near future when they can have small pre-fabs, sponsored by local merchants or club groups, by which they can bring their films on a regular schedule, the frequency of their visits depending upon the community's ability to support the films.

## Skouras and Schlaifer Huddling at 20th Studio

Hollywood, Dec. 11. Spross Skouras and Charles Schlaifer, 20th-Fox N. Y. advertising and publicity chief, are in town today (Mon.). Pair will spend week in conferences with Joseph M. Horne; Harry Zanneh and other studio heads.

It's Schlaifer's first trip east since succeeding Hal Horne.

## Penmen Still in Service

Hollywood, Dec. 11. Total of 217 film scrippers are still in the armed forces while 85 have returned to their civilian jobs, according to a bulletin issued by the Screen Writers Guild.

Currently working in the major studios number 343, with Metro heading the list with 103. Of these, 100 writers are 195 are on term contracts.

## KEEN BIOG STARS SET

Hollywood, Dec. 11. Metro assigned Van Heflin and Angela Lansbury to top roles in "The Clouds of Hell," a screen biography of the late Jerome Kern. Picture will be made in Technicolor.

It's the studio's first since his discharge from the Army.

## Loew's International Ties Up With DeVry for 16mm. Foreign Markets

## Eddie Cantor's article

## "Not So Forto" (Despite the gun)

is serious exposition on our postwar job

an editorial feature of

**VARIETY's**  
40th Anniversary Number  
Out Soon

## Metro Huddles Map 16mm. Techniques On Converting From 35

Priming Metro's new foreign 16mm. program, Herb Moulton, director of the 16mm. operations at Culver City, huddled with h.o. execs in N. Y. this week on technical aspects of converting all M-G-F features and shorts down to narrow-gauge sound. Moulton announced all films will be re-recorded in the operation, enabling the studio to turn out a sound of the same quality as on the regular 35mm. product.

Moulton, in charge of the trainees—natives of foreign countries who will handle sales and distribution abroad under the supervision of Metro's territorial managers—said the first two trainees had completed their course at the studio last week and had borne out the studio's belief that they could obtain a good knowledge of all phases of production in the two weeks they spend at Culver City. Trainees saw and absorbed everything from the scenario and art dept's down to the finished product.

Moulton, who operates the Coast end of the program under Robert Vogel, studio head of the international market, said that the 16mm. operation was a "wonderful way" to extend the movies to people who've never seen them. There are probably 2,000,000,000 people in Latin America and the Orient who have never seen a film, and our new program will give them that opportunity. Moulton believes also that the program has good international potentialities, by extending American ideas and standards throughout the world.

Program is slated to go into actual operation shortly after the first of the year, as soon as projection equipment has been shipped overseas and the trainees have completed their courses in this country. Arthur Finches, h.o. publicity chief, said the program, lot Monday (10) for St. Louis to pep up the 16mm. roadshow in the vicinity.

## Fox-Intern'tain Exhibs O.O. Pre-Fab Theatres

Denver, Dec. 11. Seventy-six theatre managers and owners attending the first convention of Fox-Intern'tain, subsidiary of National Theatres, to be started this morning at the Cullough. Developed for National Theatres, he claimed they were the first in theatre circles to include and included numerous innovations the public would like. Alan May announced new pension plans of company.

The convention opened with a talk by Rick Ricketson, Fox Intern'tain's chief, on the company's limited. Open house at division offices will be the program on Wednesday. The studio is left open for delegates to visit.

Chicago, Dec. 11. Tieup between the DeVry Corp., a Chicago concern, and Loew's International on the latter's entry into the export field with 16mm. pic, was revealed last week in DeVry's home office here. Under the agreement, DeVry will supply the mobile 16mm. projection equipment used by the Metro subsidiary in its foreign markets, and is now training foreign personnel in the operation of 16mm. equipment and the presentation of narrow-gauge reproductions of big entertainment pic.

At the start 16mm. films will be used exclusively in theaters and communities of the seven Latin-American countries covered by the project, with the usual roadshow gimmick that the mobile units will not compete with established 35mm. theatres, but will be shown in the fact that Loew's, one of the many established U. S. theatre concerns, which have complained of "jack-abbott" competitors, is itself entering the roadshow field.

For a long while the chief obstacle to foreign success of Loew's films was the lack of laboratory facilities for the narrow-gauge product, especially in Latin American countries. Because of this any non-theatre or road showings of U. S. pic had to be done with the bulky 35mm. portable outfits. Metro is attempting to remedy the condition by turning through its own facilities and those of DeVry, enough technicians to make up for the present lack of manpower.

## Muscle Men at Metro

Chicago, Dec. 11. Trio of foreign territory executives arrived at the Metro studio for an intensive course in production before returning to their home territories. The trio includes the head of films for RKO's International, Inc. and RKO's American branch, and those of DeVry, enough technicians to make up for the present lack of manpower.

## RKO's 50% TERMS AND 200% TIME FOR 'BELLS'

Not only is RKO demanding high prices for its new picture, "The Bells," under separate contract, but also, as condition of a sale, is insisting on a 200% advance on the playing time for all theatres.

Believed that, while distrib in the past, through its own outlets, this will mark the first case where double what is now played will be attempted. In other words, if a theatre is in the habit of playing pictures two days, RKO is seeking four, or where changes are once weekly, could mean a week's 14.

RKO is asking a straight percentage advance for "Bells." Picture, to be released in January, is the first in the new, opened last week on pre-release at the Music Hall, N. Y.

## Special Master to Fix Damages in Goldman Suit

Philadelphia, Dec. 11. William Goldman's anti-trust suit against the Stanley-Warner circuit and the major distributors, took a big step toward a finale on Thursday (6) when a special master was appointed to handle the case.

Federal Judge William H. Kirkpatrick named David Bachman, a stockholder in the circuit, to conduct hearings, fix damages and report back to the court.

Goldman's attorney took this action after he denied a petition by Goldman for a jury trial to determine actual damages.

## Diana Inks New U Pact

Hollywood, Dec. 11. Diana Wynne Jones, who's been with Walter Wanger and Fritz Lang, inked a contract to produce two features for Universal release during 1946.

First may be "Mystery in Mauve," a story which will be accompanied by Dudley Nichols.





Get in early  
before the traffic  
is heavy on  
"Scarlet Street"




We think "SCARLET STREET" is one of the finest motion pictures ever made. We, of course, may be slightly prejudiced. So, therefore, please arrange to screen it as soon as your nearest exchange has a print available.

*Let's take a walk  
along "Scarlet Street" →*

# Picture Highlights

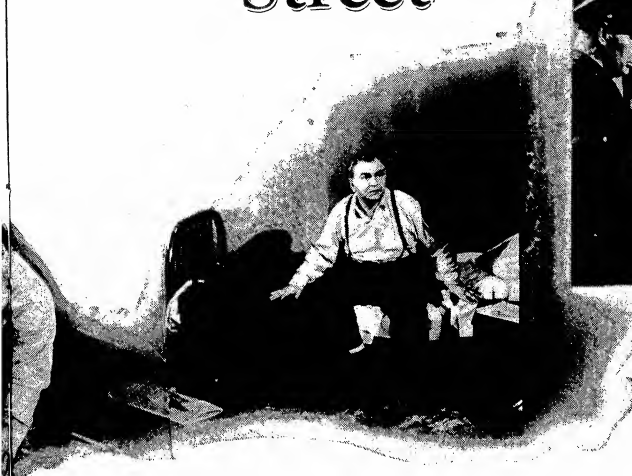
# of "Scarlet Street"



*Fritz Lang* master  
of the unexpected.



These scenes will  
make you jump when  
they come to life  
in "Scarlet  
Street"



The *Great Stars* and *Director* of "Woman in the Window"...

WALTER WANGER presents a FRITZ LANG Production

**EDWARD G. ROBINSON** **JOAN BENNETT**

*Scarlet Street*

WITH **DAN DURYEA**

"Hello... Lazylegs!"

...the things  
she does to men  
can only end  
in Murder!

A DIANA PRODUCTION  
Produced and Directed by  
FRITZ LANG  
A UNIVERSAL RELEASE

JESS BARKER • MARGARET LINDSAY • ROSALIND IVAN • SAMUEL S. HINDS

Based on the novel "La Chienne"

Screenplay by DUDLEY NICHOLS

Art Direction by Alexander Goltzen



# Agents 10% Fee Vs. Services Given To Be Studied by Pixers Committee

Hollywood, Dec. 11.—Screen Actors Guild Agency Committee, consisting of Leon Anis, Dick Powell, Robert Shaw, Alan Hale and Dennis O'Keefe, today took up question of whether 10% commission paid to agents is too exorbitant. The committee will consider what services should be rendered to performers by its representative, which have declined to state, in communication to members notifying them of appointment of committees and asking for recommendations, just what the group will investigate, but it is known the committee will be asked to take up commissions, reports of certain agents accepting bonuses from producers, and certain actors, packagers, debs, loan-outs, etc. Some players believe a complete code of ethics for agents should be drafted along the same line as the Bar Association. They contend that agents should cooperate more closely with the actor who pays them rather than with the employer.

They believe that where loanouts are made at figures higher than their current pay they should share in the added revenue, but that every effort should be made to protect their radio and television right in term contract with the motion picture industry.

There is little probability the committee will take any action in ascertaining of agents' commissions. It is understood the Guild takes the position that switching agents is an individual matter of player and agency, and there is no monopoly of agency business by one or two agencies.

For confirmation of the matters today from the SAG on agency contract status: "The Board of Directors of the Screen Actors Guild has appointed an Agency Committee which is now at work. The Guild's contract with the Artists' Guild will end in 1948 and it is felt that important questions of Guild policy on that date should be considered well in advance. In addition there are some immediate problems which the agency committee will deal with in the interim. The committee will welcome suggestions from the membership."

## FORD MOTORS STARTS COMM'L PIX SERIES

J. Walter Thompson Agency, N.Y., has begun production on a series of commercial pixes for Ford Motors, being shot on location on both 16mm. and 35mm. stock, will consist of both two and three reels. Ford employees and three shorts dealing with minority groups in the United States. Former Par ad and publicist director.

Significant that Ford films are also being shot on 35mm. stock with an eye toward possible distribution. Several such commercially sponsored pix have already been bought by major studios for release through their own distrib channels, and ad agency reports that trend in such pix is on the increase in the coming year as a fashion as possible, insuring they will have every chance of being given up by the studio.

Thompson agency is also readying a group of minute movie ads. in Spanish, for release through Central and South America. After preliminary test runs in several Latin American spots, the agency has released through the agency's own distribution channels. Another film, produced by the agency, is "Pork Comedies on 16mm. kodachrome and demonstrating fine points of making a pelme, etc. is being getting a wide play in schools throughout the country.

## Rep. Hypos Dec. Output

Hollywood, Dec. 11.—Republic is stepping up its production program for December instead of following the usual procedure of curtailing during the last month of the year. Filming starts this week on "One Exciting Week," to be followed by "Alls Bay the Kid," Dec. 14, "Lonely Heroes," Dec. 27, and "Master of Don Q," Dec. 28. Four others, "In Old Sacramento," "Sons of Arizona," "Gay Blades" and "The Last Crook" are being currently before the cameras, and five more are in the cutting rooms.

## Nick Schenck's Crack

Nick Blumberg was recalling Nick Schenck's crack to him when he blundered around the presidency of Universal. "Being the president of any company means you're selling; troubles always cross your desk."

## Await Buyer's Mkt. Before Reaching Top Of Comm'l Pix Coin

While commercial pix biz is on the rise, the real gray train won't come about until present market conditions are transformed into a seller's to a buyer's paradise, according to many ad agency men, who feel that, so long as important products such as autos and refrigerators, sell on sight, there's little need to go all out to push products for which a heavy demand already exists.

Production now, in most instances, is on an institutional basis mainly. In promoting such a firm such as Chevrolet or Frigidaire held a convention, four or five films had to be made, and the picture picture covered the salient selling features; another the trade-in problem; another the new model; and so on. Ad men would know what they're talking about, and still others were made on melody and customer approaches.

Purpose of the film program on those confabs was to type out the picture picture and make the most terrific product extant. Not much can be done in this direction, since the picture picture models are repeats of the 1942 types, and mechanisms are much the same as those of three years ago. However, the biggest boom will occur in productions intended for consumer consumption. Prewar Chevrolet had 75 million operators, as well as advancements, on the road showing their films. They blanketed the country with road shows in various countries. Chevy's prewar program was indicative of the picture picture, but not all firms went into films as thoroughly as Chevy.

Once on conditions return to normal, agency men believe that manufacturers who never produced film previously will do so, since film have proven to be an important selling medium.

## City of Columbus (O.) Plugs Sell to Taxpayers

Devising a new use for motion pix, the city council of Columbus, O., recently had a film made to sell the city to its taxpayers. Mayor James Chevrolet, of the Victory project, more than 1,000 people cheered the picture at its premiere.

"Future educational bookings have already been made, requests for a copy of the film have come in from all over the state. Requests for information from the Interoceanic Affairs has requested a print to show to South American audiences," Rhodes reports.

Film was produced by the Egan Motion Picture Service of Cleveland, O., and cost \$25,000. It was financed by 17 of the city's leading industrialists, sponsors agreeing that only such a picture could be made by the city, Metro exploitation man in the area, and Art Holla, 20th-Fox salesman.

Entitled "This Is Columbus," the film runs 50 minutes. Rhodes declared that the picture is "the best thing I've seen for information from other cities about the picture, and added that "we can't see one of the finest civic promotions ever undertaken in the public interest."

## Studio Contracts

Hollywood, Dec. 11.—William Bowers, writer, Hal Roach, Doris Hough, actress, Columbia. Alvin Berlin, director, Columbia. William Demarest, renewed, 20th-Fox. Fritz Korner, actor, 20th-Fox. Vincent Price, renewed, 20th-Fox. Philip Van Dine, renewed, Paramount. Robert Hopkins, actor, 20th-Fox. Barbara Billingsley, actress, Metro. Ella Travers, actress, Metro. Philo Vance, writer, renewed, 20th-Fox. Eddie Dean, actor, PRC. Walter Doniger, writer, PRC. Elyse Eyster, actress, 20th-Fox. Ted Jordan, actor, 20th-Fox. Hillary Brooke, actress, PRC. Evelyn Grey, actress, 20th-Fox. Gilbert Seldes, writer, Paramount. Max Macklin, actress, 20th-Fox. Frank Radcliffe, actor, 20th-Fox. Irene Ryan, actress, Paramount. Richard Crane, actor, 20th-Fox. Sue England, actress, 20th-Fox. Charles Victor, actor, Paramount. Ellen Dixon, actress, Paramount. Barbara Whiting, renewed, 20th-Fox. Percy Como, renewed, 20th-Fox. James Gleason, renewed, 20th-Fox. Philip Van Dine, writer, Republic. Roscoe Ates, actor, PRC. David Rose, composer, 20th-Fox. William Carter, actor, Republic. George Jenkins, sc. art. Goldwyn. Frances Marion, writer, Metro. Katherine Kelly, actress, Metro. Russ Greenbaum, writer, RKO. Lester Koenig, writer, Liberty. Philip Van Dine, writer, Metro. Duster Anderson, actor, Columbia. Ted Jordan, actor, 20th-Fox.

## New Correct Movietime Service Bowing Into N.Y.

Borrowing from special services initiated by N. Y. Telephone Co., such as Movie 1212 for movie time, a company known as Movie-time, Inc., has been set up to give film patrons all the information they need to know at any time concerning shows at theatres in their immediate locality or elsewhere. The service is being operated in Brooklyn, headed by Julius Polinger, for 20 years with National Screen Service. The new Movietime, Inc. will be ready to function around Feb. 1 following installation of special equipment by which show companies are to serve all of the approximate 700 theatres in the Greater N. Y. area. Already many have signed up for the service, including several of the larger downtown first-run houses in Manhattan, at least 200 will on the books Feb. 1 as a starter. However, as a means of building up support of the service, it will be rendered for all houses for the time being at least. Rate to be paid by patrons for the service, seating capacity and run, ranges from \$5 to \$150 monthly.

A minimum of one number, such as the Meridian 1212 for the time of day, Movietime will give callers the show and audience for the picture, the hour at which it goes on, type of picture or pictures (where duals) and also whether going to the picture is part of the performance.

A minimum of 45 operators will be employed by the service, which is a board, such as in service rooms of racing parlors, will be used, listing theatres, show times, and also an operator has to be in place at the board to get the information desired.

The Meridian 1212 number of the N. Y. phone company (coast time) averages 135,000 calls daily. According to RKO and Loew's, officials, who have not as yet signed up for Movietime, calls from patrons are expected to be a million a day since these circuits began placing directory ads in the N. Y. papers.

Both direct and indirect service time that they are in any way associated, directly or indirectly with the new phone service.

## Jack Benny does an excellent journalistic 'Hoopering' show with a breezy article on "What?" which isn't as academic as the rag sounds.

An editorial feature in VARIETY'S 40th Anniversary Number to be published soon

# Films Can Foster Int'l Good Will, Seiz Harry Warner at Nobel Dinner

H. M.'s \$64 Answer Harry M. Warner is being honored in a unique way on 64th birthday today (Wednesday) by his old friends in and out of show biz. He is being celebrated with \$64, raising enough money to send five European Jewish orphans to Palestine at a cost of \$800 each. Money is to be donated in Warner's name to Children for Palestine, Inc., a non-sectarian New England group.

## Urges More Religious Showmanship to Offset Pix 'Inroad' on Churches

Chicago, Dec. 11.—Religious leaders were urged to adopt the same methods used by film houses to lure people into churches at a meeting of 500 ministers and church board members here last week.

Stressing point that religion is "really active and energetic but most people don't know it," Kinsey N. Merritt, general public relations chief for Railway Express Co., N. Y., told churchmen of Greater Chicago members that "churches should be comfortable—where people are relaxed almost at ease as they do in a movie house."

Merritt said American churchmen need to use public relations agents to let the public know how much fun church going is like. Also urged making churches more attractive, more interesting and conducting large institutional ad drives. "Too many people think you can't have fun be religious," he concluded. "We have to show them they're wrong."

Combating with agreement among churchmen present to hold regular joint sessions of the National council, community service and leadership, and how to increase church attendance, "which is the most positive way from us."

## Roach Vs. Film Classics ('Topper') to Bat Jan. 3

Trial of the Hal Roach Studio suit against Film Classics, involving damages and cancellation of contract on the film, "Topper," was adjourned last week by N. Y. Federal Judge John C. Cox until Jan. 3.

The adjournment was granted FC attorneys on the ground that its principal counsel, Edward J. Conner, having knowledge of the agreement between Roach and Classics and cancellation of the contract, retained on the Coast, and would not be available until after Dec. 15.

Suit seeks \$50,000 damages and cancellation of an exclusive worldwide distribution contract for "Topper," and accounting for profits. Roach charges that Film Classics gave false statements on gross earnings and expenses. Roach claims that Roach was entitled to \$18,132, but complaint claims that he was owed \$50,000.

Under a July 14, agreement, the exclusive distribution rights were granted to Classics with Roach to receive \$100,000 advance against gross collected by Classics.

Classics denied all allegations, and counterclaiming a suit charge that Roach had failed to account for monies collected by Roach sub-licensees and wherein exclusive distribution rights were granted.

## Did Look a Little Young

Hollywood, Dec. 11.—December and May do a strange duet in "But Not for Me," Metro, where Keenan Wynn plays Frank Morgan's father. "But Not for Me" will be produced by Irving Starr, S. Sylvan Simon directing.

## BOYER'S 20TH TICKET

Hollywood, Dec. 11.—Charles Boyer signed to star in one picture annually for the next four years at 20th-Fox.

Currently Boyer is working in "The Robe" in the Western for his next assignment will be "Any Number Can Play," to be produced and directed by Gino Preninger.

That the motion picture, as the language we are likely to get in our time, "can help create the conditions of a new world, and that it is the essential foundation of lasting peace," was stressed by Harry M. Warner, president of Warner Bros., at the annual night (10) at the fifth annual Nobel anniversary dinner at the Astor.

Other honor guests at the dinner, theme of which this year was "Winning the Peace," included Richard de Rochemont, president of France; Norman Corwin, radio writer-producer; author Pearl Buck and Sir Norman Angell, Nobel prize winner for 1933.

Two local N. Y. radio stations devoted space each to the affair. WHN from 9 to 10 p.m., and WINS from 10 to 11 p.m.

Sen. J. William Fulbright, chairman of the dinner, also attested to the tremendous value and influence of motion pictures with his introduction of Warner. Chairman declared that "the future of all the countries of the world may be shaped by the policies set forth by this point."

Warner said that long before we entered the war Hitler was using film as an instrument of conquest and that the motion picture is up to us to evaluate films in a positive as well as a negative way—to judge the good and the bad of international good will and understanding."

Mr. W. president continued, in part: "It is said that a universal language is the only language of the future. The question is, what shall we say in this language? The answer is, we shall say the language of peace. The question is, what shall we say in the language of peace? The answer is, we shall say the language of peace. We laugh and we cry, just as you do. We love freedom, just as you do. We love peace, just as you do. We want you to like us."

"I think the possibilities that lie in the motion picture-making are enormous, and I know that many of us in the film industry are exploring these possibilities very thoroughly. Another thing motion pictures can do is to show the people of every nation the conditions of our welfare is dependent on the scientific and cultural and industrial advances that we have made. Motion pictures can emphasize and dramatize the fundamentals of the world today."

"Of course, the motion picture maker can't hope to solve the problems of the world, but he can help. But he can try to find a means of communication that will help to create a new world of understanding for all men, everywhere."

## CHI STICKUPPER'S 20TH JOB; GETTING BOLDER

Chicago, Dec. 11.—Chicago cops are being convinced taken in by a new type of man who during the past few months has robbed 20 filmboys \$15 in town of Los Angeles and some other towns by the guy gets bolder.

Starting out on a small-scale with a filmboy wearing an Army private's uniform and sometimes turned out in civvies, but always wearing a trench coat, the victims as "lightly built," he has now graduated to the Loew first-run picture, "The Great Dictator" one—Balan and Katz' Apollo—standing in line with patrons waiting for tickets. The time he got \$125 in b.o. receipts from cashier Mary Grau.

## Beast Boom in Films

Hollywood, Dec. 11.—Four-legged beasts are making a heavy play on the screen in 1946, with at least five new horse and dog pictures scheduled for release. Several more completed and awaiting release.

Edw. G. Alpers, currently filming "Black Beauty," will make a sequel, "Son of Black Beauty," and a canine actor, "Pied Piper," is still lining up for the next "Lassie" picture and is still filming "The Terrier." Program "The Battle and the Birds" is still filming. "The Flicker" film, Completed but unrec'd as a "Smoky" at 20th-Fox and "Dandy Boy" at PRC.



## Latins Know 'His Master's Voice'

Protests by Latin American countries against the dubbing of Hollywood films have been relayed to the studios by the Motion Picture Society for the Americas, following a plea from the Argentinean congressman. Kicks come not only from Ecuador but from Argentina, Chile, Uruguay and Paraguay. Consensus is that English versions of Hollywood films are vastly preferred to Spanish-dubbed versions.

Audiences in South America are star-conscious and feel resentment when a well-known film is shown with another person's voice. Other causes of protest are the mutilation of dialog to achieve mechanical synchronization, and the careless handling of voices for secondary characters.

## U.S. Eyes Aussie for Legit Expansion Via Removal of Coin Restrictions

Sydney, Dec. 11.—America is looking toward the U. S. to train for legit expansion, with U. S. consular reps seeking data covering all legitimate theaters. Sir Ben Fuller has been approached regarding the possibility of handling major U. S. stage shows, the first being "The Grapes of Wrath." Fuller reveals he has "Jones" for a season of 45 weeks, covering Australia and New Zealand.

Fuller will contact top producers for shows on his visit to the U. S. in next year's Williamson. He likewise is interested in big legit shows for extended Aussie tours. A trail will give the U. S. the once-over soon.

In show biz circles, the U. S. soon to grant Britain agencies okay for an early lifting of dollar restrictions near.

## Argentine May Repeal Exhibit Protection Law To Get Pic Raw Stock

Buenos Aires, Nov. 27.—Future of Argentina's film industry hinges more on the repeal of the crucial question of raw film supplies. Although the lifting of war restrictions means a free market for raw film for other countries, until all traces of the dictatorial military regime are removed from the Argentine scene, it seems doubtful if Argentine producers hope for easing of the raw stock supply.

The outlook is so gloomy that the government is reported mulling cancellation of the protectionist decree which established more favored terms for exhibition of Argentine films.

Convinced apparently coercive means will not obtain ample film stock, quotas from the U. S., the Argentine government is now trying more diplomatic tactics. It is looking to get relief for an industry that must receive raw film, or fold.

Argentine government officials are appropriating the major portion of what stock arrives in the country. It had been hoped that the ostensible purpose of turning out propaganda newreels. In the second place, the shuttering of the domestic Press and Propaganda Secretariat and the disappearance of its chief, Enrique Bolognesi, has brought some improvement in the treatment of foreign film distributors. As a consequence Argentine studio officials have some hopes of their overall picture improving.

## C.A. GOES BIG FOR U.S. FILMS SAYS PAR MGR.

Hollywood, Dec. 11.—Continued prosperity of the market for Hollywood pictures in Central America in the postwar period was predicted by Henry Gordon, Central American manager for Paramount Pictures, who is here awaiting reassignment. Film business, built up by war conditions, is still healthy states he said, in Panama, Guatemala, Ecuador, Venezuela, Nicaragua, Honduras, San Salvador, Costa Rica and the British West Indies. Venezuela, he added, is now in the midst of a theatrical building boom.

Clay Hake Arrives In N. Y. for So. Africa  
Clay Hake, Paramount International manager in South Africa, arrived in N. Y. last week after docking Boston on his boat trip from Johannesburg.

Hake, who plans visiting the Coast with the U. S. Navy, will avail himself of George Weltner, Paramount International, agency.

## Metro Goes Ahead On Foreign Dubbing

Encouraged by the success it has had thus far with "Last Chances" Swiss-made feature, Metro is going forward with two other foreign features and readying them for the domestic market. First to be done with dubbed English voices will be "Portrait of Maria," Mexican-made. It will be ready early next month.

The second shortly to be available with dubbed English voice is a picture with dubbed English which scored a hit in Rome. Its original title was "Gompi Mains Rouges," An English-language film has been playing at the 36th Street Cinema, N. Y.

Metro via Loew's International also plans to handle other foreign-language features in like manner, when found suitable for American audiences. Companies have all its U. S. features into Spanish for the Latin-American market, and likely will take others from the Latin-American where possible for reverse treatment in the U. S. market.

## Paris Show Biz On the Toboggan

Paris, Dec. 4.—After a long period of free spending, a dip is felt in the show business here. Unhappy economic situation and fewer Americans here last year are both blamed. Audiences are getting conscious of this production being late legit offerings. Also that they are being fed second-hand issues. Despite this, French producers are insistent that no vases should be dropped by American exhibitors.

Scarcity of coin, too, is evidenced by the drop in retail patronage.

Even with tax officials officially winking at cock-eyed business results, classier citizens are wondering if the sudden drop in biz will permit them to carry on with their years. Bands and local vaude names add to overhead.

Sole of champagne leaves just about a dollar profit per bottle after deduction of 65% tax. Metro will force them out of business if strictly collected, since overhead always must be considered.

## Milan's Scala Looks to Toscy for Rebirth

Milan, Dec. 4.—Latest estimate of funds needed to put Milan's famed Scala Opera House back on the feet is \$9,000,000. Matter is being carefully considered.

Whether we will dub in Spanish is another matter. He are carefully considering.

Rathvon pointed out that RKO is already filming the John Steinbeck story, "The Pearl," which will be in English and Spanish dialog. He doubts that the Mexican film industry is a permanent proposition and that it is happy to be associated with it.

## Marcel Hellman to Do 8 for 20th in England

London, Dec. 4.—As soon as Marcel Hellman, head of Excelsior Film Production, is finished with "Wanted for Murder," which he is doing for 20th-Pcx, he starts on new lineup of seven pictures for the same company, which should keep him busy for next year. "The Masquerader," story by James Seymour and Richard Fisher, is an 18th century yarn.

Next to go into production is "Meet Me at the Fair" by Lesley Storn and James Seymour, from scenario by Anstol Layland and Marcel Achard, with the Paris film director. A musical, first to be made in Technicolor by this company, is titled "Kiss Me Goodnight" by Maurice Cowan. Another is a new story by Angela du Maurier, "Treasure Island" by John Davidson, who scripted Francis Yates' Brown's "Bengal Lancer" with Tey Garrett. Hake, who is being released by Adria Rogers St. John and Richard Fisher, is being sent to the border wars between England and Scotland in the 16th century.

## W. A. S. Douglas Returns to "Those Adventurous Early Days of the Film Industry"

John H. Clark has been named special foreign rep for International Pictures.

His first assignment will be on "Tomorrow is Forever."

on editorial feature in  
VARIETY  
10th Anniversary Number  
to be published soon

## Mixed Govt. Control Puts Damper On All Sections of French Show Biz

Paris, Dec. 4.—Politics are blamed for the chaotic condition of the French show business rather than lack of patrons. Indiscriminate spending helped for months but now it is a burden on this any longer. Even beards the terrific taxes deducted from grosses, French show biz has never recovered disrupted conditions generally.

First trouble cropped up after the "Lafayette" law, which forced all collaborators from the business. This was not found so easy. Personal influence were brought to bear. Result is that after several months, the euphoric process is far from completed, and it leaves quite innocent people under a shadow. How slow the operations work from completed, and it leaves quite innocent people under a shadow. How slow the operations work from completed, and it leaves quite innocent people under a shadow.

## Training Domestic Film Salesmen For Foreign Distribution

What may be indicative of a trend to draw on all available resources in building up the strongest possible sales power in the foreign field is the tendency of the film industry to shift men of proven ability from domestic to foreign selling into selected posts and at higher money.

In addition, men who may fit into the foreign field are being trained. One such is Salvador Lopez, diago director and technical adviser on foreign features of the 20th-Pcx studio, who has been brought east to study the rudiments of distribution preparatory to foreign sales post.

Lopez speaks seven languages and, at one time, was an indie producer in Mexico. He spent 22 months overseas with the Army, Lopez is being pointed for selling in the American territory, either in Brazil or Argentina.

Aside from the disposition of the part of distribution to shunt men into foreign sales who have up to now been confined to the domestic market, the French film industry men are anxious to try their hand at selling film outside of the U. S.

Johnny Farrell, with Metro 16 years and salesman at the company's N. Y. exchange before joining the French show biz, returned to his life and will shift to foreign sales for Metro. He is slated to sail Dec. 15 for the states to join the sales staff of the Loew's International exchange at Shanghai. He later will probably shift to Batavia, Java, to take charge of selling for the Netherlands East Indies. On the psychological warfare and OWI activities, Farrell spent seven months in Denmark.

## Bette Davis Honored By Mex City in 'Corn' Bow

Mexico City, Dec. 11.—An all-day celebration, including a parade broadcast over 21 stations of the Mexican Blue Network, was the principal feature of naming Bette Davis, Warner star, as a "citizen of honor" of Mexico, being the first non-Mexican to be thus honored. It was part of the program of "Covis is Green" in which Miss Davis starred, at the Chapultepec Theatre.

Besides receiving a medal and sash, Miss Davis' name was inscribed in gold on a roll of honor. Welfe Cohen, Warner Bros. International v. p., arrived in Mexico City for the current Latin-American tour in time for the ceremonies.

## Current London Shows

London, Dec. 11.—  
"Arcane & Old Lace," Strand.  
"Bell for Athens," Phoenix.  
"The Blue Bird," Gaiety.  
"Blighty Spirit," Duchess.  
"Craving Out Loud," Gaiety.  
"Dance for Dancers," Westminster.  
"Dress to Two," Lillie.  
"Five Fingers," Wales.  
"First Gentleman," Savoy.  
"Gus Rossini," Palace.  
"Happy & Goodness," Palladium.  
"The Heart of a Hero," Alhambra.  
"The Homestead," Yorks.  
"Lady Edith," Playhouse.  
"The Last Days of Pompeii," Haymarket.  
"Madame Louis," Garrick.  
"Merrie England," Princess.  
"My Darling Clementine," Coliseum.  
"No Meads," Vaudeville.  
"Peek-a-Boo Parents," Whitehall.  
"Perfection to Dream," Hippodrome.  
"Private Lives," Apollo.  
"See How They Run," Comedy.  
"The Sign of the Cross," St. Martin's.  
"Six No More," Piccadilly.  
"Sinner Lovers," Ambassadors.  
"The Sign of the Cross," St. Martin's.  
"White Sun Shines," Globe.  
"Years Between," Wyndham.  
"Mrs. Harrington," Wyndham.

In least, while many plays are being staged, the French show biz is not willing to take any. And except in the case of very few, the French show biz has no new plays this season to date. Theaters are either playing revivals or new plays from the past. Marcel Pagnol, of the Authors Society, believes the French stage is going to be a little duller. He intends going to Hollywood next April, his first trip there. He plans to bring back a play, "The Birth of Love," in color and two languages. As to the status of such offerings as "The Sign of the Cross," the current season can be sized up by the fact that Billy Rose spent three weeks in London visit and three days in Paris.

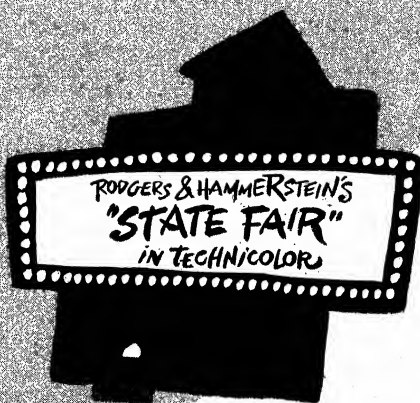
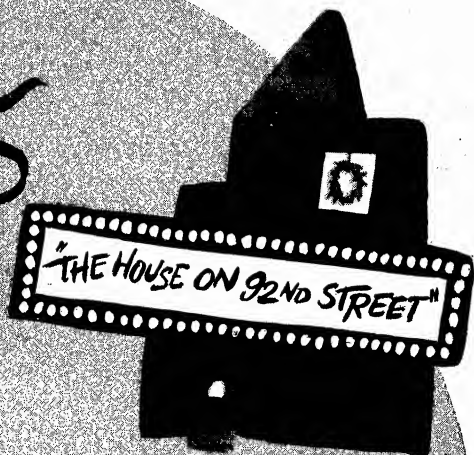
Unless Paris show business gets some relief from the view toward freedom of private enterprise and ending up of imports, it seems unlikely to drop into a healthy culture. Audiences will have to be satisfied with stage and film fare going to the French show biz organizations. It will then become easy to use to educate the masses whenever desired.

# A Merry Christmas IN EVERY HOUSE





# Christmas IN THE LAND



LET'S FINISH THE  
JOBL VICTORY LOAN!







**RKO's MIGHTY TREASURE SHIP**

# **The SPANISH MAIN**

*In Glorious TECHNICOLOR!*

**PAUL MAUREEN WALTER  
HENREID · O'HARA · SLEZAK**

with BINNIE BARNES · JOHN EMERY

**A FRANK BORZAGE PRODUCTION**

Executive Producer ROBERT FELLOWS • Associate Producer STEPHEN AMES  
Directed by FRANK BORZAGE • Screen Play by GEORGE WORTHING YATES  
and HERMAN J. MANKIEWICZ





**SAILS ON!**

## **SIXTH WEEK**

NEW YORK

## **FIVE WEEKS**

DETROIT

## **FOUR WEEKS**

CHICAGO • BOSTON  
MILWAUKEE • CLEVELAND  
SALT LAKE CITY

## **THREE WEEKS**

LOS ANGELES • TRENTON • WASHINGTON  
PROVIDENCE • COLUMBUS • KANSAS CITY  
MINNEAPOLIS • CINCINNATI • RICHMOND  
TOLEDO • NEW ORLEANS • ROCHESTER  
NEW HAVEN • SPRINGFIELD, Mass.  
OAKLAND • MONTREAL • TORONTO

## **TWO WEEKS**

LOUISVILLE • HARRISBURG • NEWARK  
READING • BALTIMORE • INDIANAPOLIS  
ST. PAUL • NEW BEDFORD • PORTLAND, Me.  
DENVER • HARTFORD • OMAHA • DAYTON  
VANCOUVER • WINNIPEG • FALL RIVER  
ROANOKE • PITTSBURGH • JERSEY CITY  
DES MOINES • HAMILTON, Ont.  
OKLAHOMA CITY • SYRACUSE • TULSA

*And Those Arent The Finals, Boys!*

... They're only  
how some of the highlight runs stood as of December 6! The whole sensational  
box-office story gets hotter and hotter day by day!





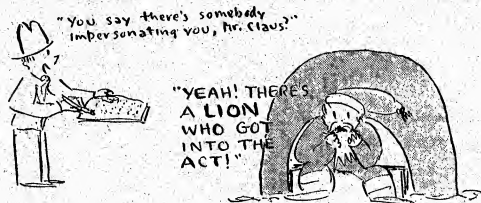
A large, bold, cursive script that reads "Big Bet." is centered within a thick, hand-drawn black rectangular frame. The letters are thick and expressive, with a slightly distressed or chalky texture. The word "Big" is on the top line, and "Bet." is on the bottom line, with a large dot for the period.

**YOU CAN STAKE YOUR REPUTATION THAT  
"MY REPUTATION" IS THE BIGGEST AND BEST  
BARBARA STANWYCK ATTRACTION THIS IN-  
DUSTRY HAS EVER HAD THE PLEASURE TO  
OFFER. WE SAW IT—WE KNOW. YOU'LL SEE  
IT SOON AND YOU'LL KNOW!** *Warners*

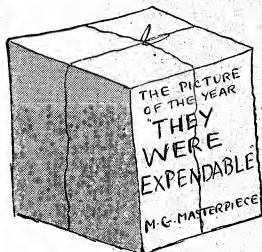




# AN INTERVIEW WITH SANTA CLAUS!



When interviewed at his palatial igloo Mr. Santa Claus issued a definite complaint against Leo, the M-G-M Lion



"For instance, I ask you..."



"Now how can I compete with anybody who celebrates the holidays with an attraction the size of 'THEY WERE EXPENDABLE'" said Mr. Claus.

## "LEO PLAYS SANTA CLAUS ALL YEAR!"

M-G-M's  
"WEEK-END  
AT THE  
WALDORF"  
9 GREAT  
WEEKS AT  
RADIO CITY  
MUSIC HALL



"IT'S UNFAIR" said poor old Mr. Claus who, alas, is just a one-season guy.

**IT WAS CHRISTMAS ALL THE YEAR 1945!**

FOR INSTANCE

"30 Seconds Over Tokyo"	"Meet Me in St. Louis"
"National Velvet"	"The Valley of Decision"
"Anchors Aweigh"	"Thrill of a Romance"
"Son of Lassie"	"Our Vines Have Tender Grapes"
"Yolanda And The Thief"	"What Next, Corporal Hargrove"
"Vacation From Marriage"	

AND MANY, MANY OTHERS IN 1945



**IT WILL BE XMAS ALL OF 1946, TOO!**

FOR INSTANCE:

**"THE HARVEY GIRLS"** (Technicolor)  
JUDY GARLAND

**"ADVENTURE"**  
CLARK GABLE · GREER GARSON · JOAN BLONDELL

**"EASY TO WED"** (Technicolor)  
VAN JOHNSON · ESTHER WILLIAMS · LUCILLE BALL · KEENAN WYNN

**"THE POSTMAN ALWAYS RINGS TWICE"**  
LANA TURNER · JOHN GARFIELD

To Mention Just A Few!



HOW TRUE! NO MATTER WHAT SEASON IT IS -  
THE BIG ONES COME FROM M-G-M

# Literati

## Journalist Spot

Hollywood studio flacks are up against a dilemma, caused by a surplus of publicity for their stars. This strange situation is the result of the famous cocktail party functions by eastern magazine editors who come to Hollywood in bunches and invite the notables to their social functions. These transcontinental trips were rare during the war years, but travel was easier and more the tours are frequent. Studios don't object to their stars knocking over a few cocktails, but they do object to the snap-shooting of their contractors by magazine photoes. These pictures, with today's lighting and other beautifying conditions, have a tendency to show up the glamorous girls in too-obliging poses.

Studio publicists would like to stop it, but don't dare. They are afraid the editors might get mad.

## Child Trip's Ad Maneuver

New system for space rationing of amusement ads has been engineered by Chicago Tribune. An effort to stay within 1945 newspaper budget. Under new method no amusement ads are run in the first two editions then all requested lineage for the day is run in the final edition. Ad-takers are allowed 20% of cost since approximately that much circulation is lost to them.

Other Chi dailies are running ads in the usual manner, limiting all on an equal basis with the Chicago Sun, claiming to shortage of space to speak of. Shortage of newspaper rather than government restrictions is reason given for continued space rationing.

## 'Security' Hoax

Certain war authors bolting. Books held up by Army and Navy, for "security reasons," now out a bit late, and figure the time lag hurts plenty. One guy said: "You couldn't mention a submarine—'as if the Japs didn't know we had 'em." That security gag went to sadistic lengths.

**Butcher's 500G Eisenhower Blog.** Capt. Henry C. Butcher's "My Three Years With Eisenhower," needed for 10 installments in Saturday Post, starting with Dec. 11 issue, and publication by Simon & Schuster set for latter part of March, with Book of the Month Club tie-up is expected to gross the author more than \$500,000 before the end of 1946, according to trade speculation.

SEP serialization has already brought Capt. Butcher, former CBS vice-president, \$175,000, biggest figure ever paid out for a series of articles. Negotiations are being made to have the book printed in England simultaneously with U. S. release. Special edition will be circulated among servicemen and women overseas by the Armed Services Editions without royalties, per the biographer's request.

## King Features Renews Hope

Bob Hope's syndicated column, "It Says Here," has been renewed for another year by King Features. In addition to Hearst newspapers, it is also sold to 100 others.

New deal gives the comic a new guarantee (amount not given) against 50% royalty on sales.

**World-Telly's Rickard Series.** N. Y. World-Telegram is running "The House That Tex Built," a series of articles by James R. Burchard, 20th anniversary, on Dec. 15, of Madison Square Garden. First installment started in Monday's issue (10) in the World-Tel's sports section.

The yarn highlights the Garden's famed promoter, the late Tex Rickard.

## New Life Digest Mag

A 10c digest magazine, lowest priced digest in the business, will be published in March (issue dated April) by the Farrell Publications, guest mag. The Woman, Everybody's Digest and International Digest, all of which are yet untitled, will be of general interest, and be edited by Lyon Meerson.

Publisher Tom Farrell also plans a fifth mag, Woman's Digest, at present a part of The Woman, latter magan's field with pictures, etc. International Digest is going into foreign editions shortly, with French and Spanish editions, ready in two months, and Scandinavian and Russian Editions in negotiation.

## CHATTER

John Hartley in Hollywood to introduce personalities for the Kansas City Star.

Laraine Day doing a monthly ad-sign-to-youngsters column for Miss America mag.

Sgt. Leonard Sansone putting "The Wolf," GI favorite, into civvies for United Features.

Doris Keane, Hollywood editor, in Hollywood for two weeks to contact magazine writers.

Summer Blossom, editor of the American Gazer, sending film studios in Hollywood.

Hayden Hickok back on Syracuse Herald-Journal, as state editor, after four years in the service.

Niven Busch's latest novel, "The Conquerors," will be on the stand Dec. 1, published by Harpers.

Omar Ranney, Cleveland Press drama editor, in Hollywood for his annual tour of the film studios.

Ted Weber, Chicago Sun amusement editor, in Hollywood on his annual tour of the film studios.

Leland Lovelace is a lady who took the pen name 'cause she likes to write strong political articles.

Bob Faber, who usually makes trailers for Universal, wrote a yarn "Chip on His Shoulder," for Col.liers.

Purchase last week of Quarric Corp., publisher of World Book Encyclopedia, was made by Marshall Field.

Ortuna Gomez, Chilean newspaper correspondent, in Hollywood for a series of yarns about film personalities.

Errol Flynn's book of adventure, "The Showdown," published by Sheridan House, is being rushed to hit the pre-Christmas trade.

Key Proctor was elected proxy of the Hollywood Women's Press Club. Lytle Rooks, secretary, and Pauline Swanson, treasurer.

George F. Foley, chief press specialist of the USCGR, soon to be discharged, penning a book on helicopters for Dodd Mead.

Magazine Digest next month includes Hotel Astor's Bob Christensen as "Broadway Missionary," article by Jessica Russell.

Frank La Tourette, ABC's western division news chief named editor of the 1946 edition of the San Francisco Press Club's famous annual Scoop.

George P. Polk, who turned out a Henry Miller opus because it is dedicated to Ezra Pound, now being tried ready to be tried as traitor.

Muriel Babcock, assistant director of Ideal Publications, in Hollywood for three weeks of huddles with new executive western editor, Walter Ramsey.

Max Marshallman replacing George Frazier as amusement editor on Life. Latter resigning for other writing but expected to contribute to the mag anyway.

Dick Brainer and Victor Dallaire, ex-Stars and Stripes correspondents, and Ed Cunningham, ex-Yank writer, have joined the editorial staff of Printer's Ink.

Rudolph Field, of House of Field-Downdelay, publishers, is coming out with a new mag, Celebrity Digest. First issue next March, contents devoted to what title implies.

Deems Taylor, ASCAP presy, adding some extra chapters to his already published "History of the Movies" (Random House), and also doing a new book about music.

William Castle, Columbia director, writing a series of children's books for publication by Henry Koppell Co. Los Angeles periodical, Western Beauty Salon, which has made its first appearance on the newstands.

Louis Sobel has an interesting piece on "Johnny One-Nater" (the one-time hit songwriters, authors, playwrights, etc.), in current "Cosmopolitan." Louella Parsons starts a new "Cosmopolitan's Citations of the Month" for pix in the same issue.

Hat P. Mills, Vanity mag's former in China, now in Wadsworth, Mass., is coming out with a new mag, Everybody's Digest, brought on by being clocked by a Jap guard while in prison. Mountain, as availing his passport, back to China.

John W. Luce & Co. has published the English version of "Three Plays," translated by John Heard from the French by Paul Claudel, noted abroad as a dramatist, poet and essayist. Covering gaps between the French Revolution and the Franco-Prussian War, via three generations of one family, the plays are separately titled "The Hostage," "Crusade" and "The Humiliation of the Father."

## Omaha's Sweeping Tax Increase on All Amus.

Theatres, night clubs, bars that allow dancing, places where there are jukeboxes, and distributors of the same getting set for an additional 1% tax, this time by the city. Jukeboxes to get hiked from \$5 a year to \$100. Pinball machines will probably be lifted from \$10 to \$150 a year.

Councilmen mulling the raising of \$3,500,000 more in taxes, came out of their huddle and declared that sweeping changes in the city's revenue program make it necessary to twist amusements' arm a little more.

However, theatres not only element to take the fall. Two cents more proposed on pack of cigarettes. Use on a nickel cigar, 1c on every six ounces of soft drinks, 1c a gallon on gasoline, and a long program of whited taxes. Also likely that there will be a tax on the Ak-Sar-Ben racing programs.

Floor shows, bars that allow dancing and, roughly, all amusements set for a sweeping 10% raise.

Complaints on part of operators of various amusements have already set in.

## Responding to Gov't Invitation, Peacetime WAC Pledged in D. C.

### One Nabe Sues Another Alleging Pix Monopoly

Washington, Dec. 11. Shirlington Amus. Co., Alexandria, Va., has asked district court for an injunction to stop what it claims to be a monopoly by the Neighborhood Theatre, Inc., on the showing of first-class films in Arlington county. The suit, besides claiming that the Neighborhood has a monopoly, names the major distributors as defendants. It asks the court to prohibit districts from licensing films to Neighborhood units, at the same time, they offer to license such films to the plaintiffs.

Shirlington is scheduled to open a house in Arlington county in about 30 days, according to attorney Robert S. Silver, who, with attorney Monroe Oppenheimer, filed the suit. Distributors named in the suit in-

Washington, Dec. 11. Inspired by a frank bid from G. Government tappers for a peacetime continuation of the film industry wartime aid, a permanent version of the motion picture War Activities Committee was voted here last Wednesday. (5). WAC delegates voted unanimously to form such a body to represent the studios and bulk of the theatres in future handling of Uncle Sam's needs.

S. H. Fabian, WAC headman, named temporary chairman, to appoint a committee which will function during a two to three-month interim period while the organization is shaped up. The core of the still unnamed body will be chartered by delegates from exchange centers throughout the country.

clude 20th-Fox, Loew's, Warner, PRC, RKO, United Artists and Columbia.

## A Fresh idea in Christmas Gifts..



*the ready-to-serve Martini that always tastes fresh!*

Get out your Christmas list and cheer!

Here at last is a ready-to-serve Dry Martini so daisy-fresh you'd vow it was just mixed.

It's Hiram Walker's Dry Martini—and it retains that fresh-mixed taste right down to the last drink you pour. What gift could be more welcome these busy holidays, when unexpected guests drop in so often?

Just ice and serve...

## Hiram Walker's dry martini

Hiram Walker & Sons Inc., Peoria, Ill.

66 proof

A MIGHTY DRAMA OF AMERICA'S LAST FRONTIER!

ROARING ACTION!

ROUSING ADVENTURE!

ROBUST ROMANCE!

# DAKOTA

Starring

**JOHN WAYNE**

with **VERA HRUBA** **RALSTON** and **WALTER BRENNAN**



featuring **WARD BOND • ONA MUNSON • HUGO HAAS**

Screen Play by **LAWRENCE HAZARD** • Adaptation by **HOWARD ESTABROOK**

Original Story by **CARL FOREMAN**

Associate Producer and Director **JOSEPH KANE**

*A Republic Picture*







To my friends who  
shows for me  
here's the blend  
my sponsor and

**EVERY FRIDAY**  
**10:30 P.M., E.S.T.**  
**CBS**  
**Wonder Kid from Brooklyn**  
**DANNY KAYE**

WORDS AND LYRICS BY  
GOODMAN ACE and SYLVIA FINE

MUSIC BY  
DAVE TERRY and Orchestra

ADVERTISING AGENCY  
WARWICK & LEGLER, INC.  
NEW YORK and HOLLYWOOD



who did those six great  
while I was in Japan,  
led, splendid thanks of  
d — yours truly,

*Danny Kaye*

☆ JUDY GARLAND & FRANK SINATRA

☆ JANE AND GOODY ACE

☆ GEORGE BURNS & GRACIE ALLEN

☆ JACK BENNY

☆ ED GARDNER

☆ EDDIE CANTOR

### They Get The Blue Ribbon Too!

ALEX STORDAHL and his Orchestra  
MARY (Marge) HUNTER  
RUTH (Dorothy) GILBERT  
BILL GOODWIN  
MEREDITH WILSON  
MARY LIVINGSTONE  
ROCHESTER  
PHIL HARRIS  
LARRY STEVENS  
CHARLIE CANTOR — Finnegan  
MISS DUFFY  
EDDIE — The Waiter  
CLANCY — The Cop  
PAT O'BRIEN  
THELMA CARPENTER  
LEONARD SUES  
BERT GORDON — The Mad Russian  
— And all the GREAT WRITERS who  
helped make these programs a success.



Copyright 1945, Patet  
Brewing Company,  
Milwaukee, Wis.





# THE NEW YEAR'S

## Local Outlets Laugh at NAB Code Limiting Plug Time: Issue to Be Given New O.O. at Chicago Meeting

Somewhere along the line the revised code on standard practices of the National Assn. of Broadcasters aimed at achieving a uniformity on plugs and night-time advertising timing, has completely missed fire, and right now it looks like the whole thing will be tossed back into the laps of the NAB directors and thrown wide open.

It's reported that the sales managers committee of the NAB at a meeting last week took the position "who wanted the revised code on commercial timing in the first place," and is ready to report to the NAB code committee, which meets in Chicago next Monday (17), in favor of scrapping the new code in the face of a solid block of opposition from local stations.

It all appears to narrow down to the fact that when it gets right down to the payola, the local station operators refuse to cut the time for commercials on the contention that ad agencies to the new code would mean cut in advertising. Hence the sales managers committee reportedly takes the position that the new code is up to something a heck, since it's not being enforced.

On nighttime network programs, more the proviso of 10% time for commercials, with the new standards also fixing the same percentage for daytime programs, instead of 15% under the old standards. However, it's generally agreed that the standards set by the network for national advertisers have for the most part maintained a respectable, non-abusive level, despite constant cries of overburdening shows with commercials. It's the consensus, however, that this does not apply to local stations, and that they have been the principal abuses.

It's recalled that when the NAB board set up its new code the standards on commercial timing attracted secondary interest, with the local stations on the code on time for controversial issues grabbing spotlight attention, a minority faction on the directors' proposed revision on the grounds that it was not for the directors to legislate such action, but that it should go to convention.

Meanwhile interest is being generated on what the new code intends doing at its meeting next week.

## Hall Bros. Dropping Charlotte Greenwood; Reviving CBS 'Digest'

Hollywood, Dec. 11. Charlotte Greenwood and her company, Hall Bros. (Hallmark graphic arts) are parting company Jan. 6 after a year and a half on CBS (Blue). Client moves over to CBS ownership of "Radio Reader's Digest" on Sundays on Jan. 16 in the p.m. segment.

Concededly, "We'd a one of highest rated daytime shows on the network and was last checked by Hooper at 15, setting new marks for the Sunday spot. "Radio Reader's Digest" was last sponsored by Campbell's Soups.

## GF'S 'MRS. BURTON' VICE 'CLUE' ON CBS

General Foods, which is dropping the CBS cross-the-board, who'd it, "Two On a Clue" is going back into the soap opera field, has purchased "The Second Mrs. Burton" as the substitute program for "Clue." It'll be the first commercial airing for "Mrs. Burton," which was last sponsored by Maxwell House on a CBS Coast Coast hour. John M. Young will script the show.

Show will emanate from N. Y. City. The lead role of Helen Parrish going the femme fatale which was formerly enacted by Sharon Douglas.

## BMB to Woo Webs

The Broadcast Measurement Bureau, headed up by Hugh Pettis, is preparing to launch a drive to woo the networks into the fold.

Thus far the webs have bypassed the BMB operation.

## Indie Billings, Dripping Dough, Swell N.Y. B.O.

New York City's well-heeled indie appear headed for record billings for 1945, with the business racked up by the stations reflecting the industry's terrific boom over the past few years.

As an illustration, WNBC, the Radio City station, which has been carrying with the approximate \$1,600,000 gross for the station last year.

Another example, WABC, which will be the Metro-owned WNBC indie, with possibility that the station will wind up with gross billings of about \$1,700,000.

Similarly, WOV, also Bulwer-owned, will have 18% more billings than in 1944, with an expected gross exceeding \$600,000.

Another example, WABC, which will be the Metro-owned WNBC indie, with possibility that the station will wind up with gross billings of about \$1,700,000.

As for the N. Y. Post station, WLIR, and WHOM, the Cowles-owned, will have a better reported taking it, on the chin.

## CBS Buildup By NBC Flames Irks

There's some burning going on among a few NBC execs who've discovered that a flock of their net's top stars are consistently sipping benefits from other shows over CBS—and building Columbia's publicity with NBC names.

Latest gripe came last week when CBS aired a New Year's Eve special, "The Night of the Living Dead," which was a top budgeter and was being used by the company experimentally. Company may launch regular air series next season.

"Christmas show has Burgess Meredith, Annamary Dwyer, Felix Knight, and a host of other stars," he insisted. "Doesn't that prove my point?"

## Rosson's Xmas Package Prelude to Air Spillage?

Rosson Lighters outfit going in for its first show Christmas Day 8:30 a.m. is a top budgeter and is being used by the company experimentally. Company may launch regular air series next season.

"Christmas show has Burgess Meredith, Annamary Dwyer, Felix Knight, and a host of other stars," he insisted. "Doesn't that prove my point?"

## WOMEN NIXED FROM NEWB SOUNDS

Airing of shows from the U. S. networks over Canadian independents, and whether such shows might be subjected to government control and monopoly here, is exciting broadcasters on both sides of the border. The subject has the experience of one Montreal outlet, CIAD.

J. Arthur Dupont's new indie CIAD had its present Sat. (8) but its opening was marred by the news that it would not be the English outlet here for the CBS programs as previously announced. Deal between CIAD and CBS was cut and dried till the CBS, government radio commission declined Dupont's last week th' permit to air the U.S. shows.

Considerable revision will have to be made by CIAD to coincide with the standard plan. Previous arrangement was to have the station on full-time sked, from 7 a.m. to midnight. This would have allowed time for the CBS shows.

Dupont in a statement Thursday (6) said that early as last August, he learned as much as he could about French-language station carrying CBS programs in Montreal. Willing to carry the CBS shows with CBC and it was agreed that CIAD would carry the CBS shows in French.

As a result of the deal, CIAD was in with French announcements. He said confirmation of the arrangement was then obtained from CBC and setup would have been similar to NBC arrangement with CBC.

Davidson Dunton, CBC chairman, replying to Dupont said that he (Dupont) was that it was necessary to obtain the p.k. from CBC Board of Governors to go ahead with the plan. He said the board decided that the whole matter of Canadian indies carrying U. S. programs was carefully considered, and it was decided not to grant new requests for the carrying by indies.

Result in indie radio circles here is that the CBC decision an immediate fear of centralized control. (Continued on page 34)

## NAB's 'United Front' Stand Seen Woong ABC, Mutual Into Fold

Washington, Dec. 11. NAB board meeting slated for Los Angeles next week is expected to be the important issue of a new basis of network participation in the association. The big net on the outside, Mutual and ABC (Blue) into the fold. NBC and CBS are now members.

Judge Justin Miller, NAB presy, has extended an invitation to the two smaller nets. The corner of quiet dickering has gone on, with Mutual and ABC having offered to take him up under certain conditions.

Meantime, it's reported that some of the ABC shareholders, pointing to the desire and efforts of Judge Miller to get all the broadcasters together under a single roof in a "united front" move. A hint that things are jelling is the fact that Keith Kington, NAB's new president, is a member of MBS, sat in last week on an NAB handle here on the Petrillo strike.

NAB recently took a long step forward when FM Broadcasters, Inc., announced the association of a new FM division being set up to handle their problems. Efforts are being made to handle their problems. Efforts are being made to handle their problems. Efforts are being made to handle their problems.

## 3-Weeks-That-Shook-the-World Tension Hangs over CBS Operation; Jan. Board Meet to Snap the String

### Spryck Back at CBS

Major Sidney S. Spryck, out of the service, has returned to CBS, but as yet no exact duties have been defined.

Prior to going into the service, Spryck was a sort of "man Friday" to ex-veepee Ed Kinsler.

## H'wood Kingpin Spot Accented By Lewis' Post

With Col. Tom Lewis, who left Young & Rubicam in 1942 to head up the Armed Forces Radio Service, returning to the Y&R fold shortly after the first of the year, as top man in the agency's radio department, there's one aspect of deep significance to the trade, which ties in directly with the migration to the Coast of the top air shows. For it'll mark the first time that the Kingpin of a top agency's radio operation will headquarter in Hollywood instead of New York.

With radio production now as much entrenched in Hollywood as the picture industry itself (Y&R, for example, has 10 top-budgeted nighttime shows emanating from the Coast), it's long been the feeling that, production-wise, the agencies must readjust their thinking in terms of establishing hds. in Hollywood, while leaving the business operation to the New York offices.

Lewis returns to the Y&R fold as a veepee, a member of the executive committee and the Plans Board. Gordon Coates continues as gen'l. mgr. of the radio dept., and Harry Ackerman as veepee in charge of radio program operations. Latter, as at present, will headquarter in New York.

Since checking out of AFRS, Lewis was one of the most sought-after among the top production gys in radio, although his re-

(Continued on page 40)

As the January stockholders' meeting approaches (it's slated for Jan. 2), there is hovering over the whole CBS operation something akin to a "three-weeks-that-shook-the-CBS-world" tension, and excitement over the formal announcement as to realignment of key network posts when prexy William S. Paley moves over as chairman of the board.

Also a factor in this prevailing uneasiness among the upper-crust execs is the manner in which the future of television is shaping itself. CBS is staking much of its future prestige on how the video winds blow, and the next few weeks may bring a change in view. By the first of the year the network will spring its color tele on the public for the first time. But there's considerable excitement at CBS over its success of "surprises" with its reported plan to have the station's RCA laboratories in Princeton tomorrow (13).

But chiefly the topic of discussion is, how will the execs' line read when the directors walk out of the Jan. 2 meeting? Paul Keeten, exec veepee, who was originally offered the presidency, doesn't want it. He's expressed a desire to retire, but it's believed he has been trying to persuade Keeten to change his mind and take over the helm.

Meanwhile, speculation is rife about pending top-shelf changes in the administrative setup. Ed Murrow is back from London and is reported that he has been offered an administrative berth, although in some quarters it's felt that he would serve a more vital function by taking over a news strip on the network.

Adrian Murphy, who was executive director of the network before going into uniform with the Signal Corps, is expected back at the network in an exec capacity. Larry Lowman has been taken over the postwar tele operation. There's talk, too, that Gerald Mulloy, who was assistant to the director of broadcasts before going overseas, will return, but he won't be among the top-shelf.

Two of the ex-CBS men who had considerable contact with Paley before going overseas are already back into the fold in top jobs. Davidson Taylor, who heads up programming, and Guy della Cappa, who is assistant to Paley.

## VoxPop 'Bromo Tieup in Fizzle

"Vox Pop," the Monday night show shepherded up by Parks Johnson, is reported parting company with Bromo Seltzer (Emerson Drug) after an association of several years, with the divorce set for next May.

McGowan (Bromo account), has an option until the first of year to sell "Vox Pop" to another.

Bromo-Seltzer is retaining the 8-8:30 a.m. time segment, with the agency shopping around for a new show to take the place of "Bromo," that one of the factors in the split up is the long-time Johnson sensitivity over the Bromo auspices.



## Big N. Y. Dough Battling for New Metropolitan Outlet; O'Dwyer Bows

Washington, Dec. 11. New York's Mayor La Guardia O'Dwyer has pulled out as chairman of the board of the Metropolitan Broadcasting Service, which is net, just about the last usable standard frequency outlet in the Greater New York area.

O'Dwyer, however, maintains a financial interest in the project. Where the sale will be determined at an FCC hearing Jan. 7-11, with four other applicants slugging it out for that particular chunk of the ether.

Real moneybags behind the Metropolitan application are Nathan and Jerome Grabach, the 14th street department store magnates; Howard Culman, vice-president of Culman Bros., Clear Lake Tobacco Co., and Raymond Kelly, president of Lawyers Trust Co., N. Y.

Several other four outlets which will figure at the hearing are: Newark Broadcasting Corp., headed by Arthur Vanderbilt, former president of the American Bar Assn., and a group of associates. They would take the frequency over to Newark. Their application has been on the slide before.

Donald Flamm, now operator of WPAT, Paterson, N. J., who has a radio outlet to get over to New York radio picture, would like to plant his colors there in the 620 channel. The other applicant is WJCA, New York, to Edward J. Noble for \$850,000 in 1941, is now owned by Life Savers. The Metropolitan Broadcasting Co. tycoon in connection with that deal. (Noble subsequently turned a profit by selling WJCA to Nathan Straus for \$1,250,000.)

WJCA, Syracuse, which operates a one kc. station on the 620 frequency, wants its power upped to 5 kw. station in New York City will interfere with these increased power aspirations.

The WJCA Broadcasting Corp. of Burlington, Vt., which is also operating on the 620 channel and is big enough to up itself from 5 to 5 kw. The Metropolitan application was filed on Oct. 5 last, at a time when there was already in the race for the New York Mayoralty.

However, after the voters gave him the nod, he decided to bow for the application, and has had his time withdrawn as board chairman. Nevertheless, he is still listed as chairman of 100 shares of preferred at \$100 each, and 40 shares of the common at \$1 apiece.

Majority stockholders are the Orbachs, They and Jack Kane, of their organization, are listed as having put up \$25,100, the initial assets of the company. Upon grant of a license, seven men propose to subscribe additional cash for a total of \$302,000. This figure includes the O'Dwyer stock pledge.

The application, Nathan Orbach's net worth at over \$2,000,000, and that of Culman at more than \$1,500,000.

Whether all this dough will get the job, however, is questionable. Fact is that there are standard stations already in metropolitan areas. New York, P.C. may decide to increase power for either WJCA or WJCA, which would knock out all other applications and settle the matter in favor of the New England or update New Yorkers.

### Al Lewis Lined Up As

#### Scripter for Danny Kaye

Al Lewis, due out of the service soon, is being lined up as the scripter for the Friday night CBS Danny Kaye show for Phibes. He is reported to get \$1,000 a week. Goodman Ace is the show's chief writer. Ace Burrows withdrew from the writing setup for a couple of shows.

### 'People's' Rides Again

Douglas reports current in the state that Gulf was dropping its sponsorship of "We, the People" and is being around for a new show, bankroller is renewing for another 16-week ride.

Young & Rubicam is the agency.

### Is Bingo Better?

What Makes Radio Interesting, or Why Agency Execs Don't Mind Betting Their Brains Out

Several months ago Boston 44, Webster and Proctor & Gamble were getting worried over the nosedive the rating was taking. Show the "Wonders of the World" daytime show. The 19th Century covered wagon saga that leads off the 3 to 4 p.m. sequence of P&G opens on NBC had fallen to 3.6. Everybody was unhappy.

So out went format and format leap, overnight the show spanned 100 years, leaving the 19th descendants of the original characters to carry on.

Result: 15 letters from squealers who wanted to know what happened to the covered wagon, as stacked up against a Hooper rating of 5.2 within a three-month span.

## Opposish Frozen Out, Frigidaire 20th Deal Set

Hollywood, Dec. 11. Contracts were finally signed last Friday (7) for Frigidaire sponsorship of a dramatic series using plays and properties of 20th-Fox. It required more than a week to achieve legal conformity to the demands of both parties. Series has tentative title of "Hollywood Star Theatre."

Unseen obstacles had to be overcome in closing the deal, charges have been leveled at the shrewd moves merging on sabotage were used to wreck the negotiations. The studio and network executives were said to be un sympathetic to the arrangement inasmuch as it removes from the open market stars and properties of the Westwood studio. Another angle is that should the studio and network executives be forced to accept other picture plants and thereby narrow the market for guests.

## WSAX Picketed Again by ABET

Rochester, N. Y., Dec. 11.

WSAX is having labor trouble again, with members of the National Assn. of Broadcast Engineers and Technicians picketing the station.

The trouble started July when the War Labor Board ordered a wage minimum of \$40 to \$65 for a 40-hour week. The technicians went out in August when Gordon P. Brown, station owner, refused to meet this scale, according to Charles F. Snyder, president of the union. They were replaced, but last week closed a WLB directed wages and hours and holding that the employees were "looked out." Whereupon the five replacement walked out and joined the union. They were paid only \$20 a week, the union says.

The station managed to get help in operation, while Brown, who was in Washington, said he would open the station to the public. He charged that the employees who went out in August violated the Smith-Connally Act, declared non-violent workers was a qualified engineer, merely trainees. He asserted that he is the station's only qualified engineer and he needs no other.

Brown has had considerable previous labor trouble on WJCA, which won a court action forcing him to employ more musicians.

## LOW FM COSTS SPOTS ISSUE

Washington, Dec. 11.

The FCC is on a new hot spot as the result of its refusal to hold out FM channels for returning servicemen, on the basis of reports here, with a good chance that Congress and the advertising organizations will club it for months to come over the micute.

The commission, figuring that the cost of stations was out of reach of the ex-GIs financially, and declining to get FM on the air without delay, let go all of its commercial channels at once on a first-come, first-served basis. "Now, it appears, a report is due in a few days which will show that price tags on FM transmission equipment will average 40% under what the commission figured. To top that, it is understood that the prices for community station transmitters would enable a radio-experienced man to get into the big time with GI loan and half a plug of chewing tobacco. And the Army and Navy are discharging their men at a steadily accelerating rate.

FCC made a survey of equipment and estimated that the cost of a 250-watt community FM outlet is under \$10,000, with costs for 1 and 3 kw. stations averaging about \$15,000 and \$18,000 respectively, exclusive of the chrome furniture. Thus the figures would be opening well within reach of the men returning to town.

On top of the survey was the announcement that the commission by General Electric that it would be able to turn out a 250-watt transmitter for under \$4,000, lowest price today.

FCC, on the basis of pre-war figures, set the price of a community FM outlet at \$85,000, with the moving up from that point for larger stations.

There appears to be no way, at this stage, for the commission to reverse itself without running the danger of a flank attack by the hundreds of applicants who filed in good faith on the basis of the original price.

Several months ago, the American Veterans Committee appealed for the FCC to hold back 20 FM channels for servicemen and other newcomers to broadcasting. Within the past few days, the Daughters of the American Veterans followed suit.

Once the figures on station costs are in, the broadcast industry is expected to fly, with other veterans' groups joining in and demanding that the FCC get them added.

The situation will leave FCC Commissioner Clifford J. Durr, the new member of the board, in a tight spot. He suggested a one-year sabbatical for veterans' channels last summer, and is still on the fence. He is expected to save for them. He got nowhere then, but it is possible that he may now reopen his fight with the commission for one-way side channels for the GIs.

### Burrows Comedy Piece

#### With Evans & Mayer

#### May Dump 'Ignorant'

Hollywood, Dec. 11.

Stan Jaseof, radio head of the Bow agency, has been shopping around for a comedy piece, featuring the voice of Phil Morris, which comes out of January. To date his preference runs to a situation comedy piece by Abe Burrows, featuring the voice of Ray Mayer and Edith Evans. First script is nearing completion and will be put on tape for inspection by the cigaret people.

It is no deal yet and Jaseof is still looking around.

### Came the Peace

All worries are off about the initials ABC as a tag for a new network. The suit of Associated Broadcasting Corp. vs. American Broadcasting Co. has been settled out of court, with the older (Blue) web free to use ABC.

Fifth outfit will call itself Associated Broadcasting System and sign "ABS."

## Don't Look Now-- But Y&R Eyeing Its Summer Shows

To speak about summerline replacement shows in December placement strictly like something from the "believe-or-not" corner. But that, precisely, is what some producers are already doing in this first post-war scripter's market.

Young & Rubicam, for instance, is currently wrapping up deals for next summer's commercial replacement shows. Personalities involved are being kept under wraps pending the close of negotiations.

Idea behind the six-months-in-advance programming is to line up radio talent just out of the Army. Agency takes the position of "why wait until April or May, when it's too late to get the best of the good talent when it's still available."

## Thrower Chugged at ABC Up again at ABC

Although they had been stoutly maintaining that "everything was harmony" within the sales dept., ABC (Blue) execs sprung an announcement over the weekend that actually surprised no one familiar with the existing tension within the dept.

When Fred M. Thrower, Jr., who headed the sales prior to his acceptance of a commission in the Naval Reserve in Oct. 1943, returned to work recently, following his discharge from the service, it was stated that he would report to C. F. (Pete) Jaeger, who would continue to head up the dept. In some circles it is occupied surprise, since it was known that Jaeger had served as agent in charge of sales for the duration of Thrower's absence.

But the announcement over the weekend restored Thrower in his old spot, with title of vicepres, and Jaeger moving into a newly-created post of executive in charge of the sales and, reporting to Thrower, the firm listing his duties as "sale of products to the provision of advertising and promotional help for ABC advertisers." Easing the situation around was Jaeger's expressed desire for Thrower to receive his ex-post and permitting him to go back to step into new sales.

It's known that when Thrower received his discharge, Ed Kobak, Mutual presy, who was Thrower's boss at the time the latter went into service, was anxious to step into over to MBS.

It's reported that one of two of the ABC execs favored the outfit George Benton as sales head (later also was just released from the armed forces). However, Benton was who was chosen sales mgr. of the web agency going into uniform, has since moved over to step into in an executive sales capacity.

ABC announcement also designated John J. Norton, Jr., manager of the Stations Dept., as a vicepres in charge of stations, and the creation of a new department, the Sales Dept., with Murray Grabhorn, former assistant general sales manager, as its head.

It is no deal yet and Jaseof is still looking around.

Terms of a 13-point "basic agreement" for freelance scripters, which the Radio has been trying to get for months to reach with the American Assn. of Advertising Agencies, have become known, after a hush-hush routine lasting throughout the negotiations.

Outstanding on feet at these negotiations, thus far, is that the Guild is driving for writers' rights rather than for minimum fees.

Six meetings between reps of the Four-A's and Guild people have been held in the last three months, and at least two more meetings are sketched between now and Christmas. Peter Lyon heads the Guild negotiators, while Herold Beckford carries the ball for the advertisers.

So far, it has been agreed that all agencies should use a standard contract form. The Four A's have agreed to submit a new contract to the agencies, whether or not they are 4-A members, would use the standard form. The Guild is still in disagreement on most of the other 12 points in the 13-point proposal.

Principal Guild demands include a release form which will guarantee to writers their ownership of material they author; recognition that a writer's material is "leased," not sold; air credit with each broadcast; adequate payment for an inclusive option on script; a guarantee that the writer working on an audition script would be hired to do the show; and the right of the writer to rewrite his own material (except in the case of comedy scripts). Nearly every one of these points is still being kicked around by sub-committees representing the Guild and the advertisers.

The Agreement has been reached, in addition to the clause about a standard contract, on submitting all agencies at dispute (after negotiations are done) to arbitration; payment on delivery for one-stop work; and exonerating the writer from liability for ideas or wording given by the agency.

## Weep for OWL-- Now She's Gone

Arlington is increasing in New York radio circles, particularly among the indie stations, for the setting up of a local bureau to take over the radio for one-stop work, creating free time for welfare, social, quasi-charitable and other organizations.

It is a move which has been in the recent weeks by the clamor for free time from such organizations. Station executives are lined up in a position to pass judgment on the legitimacy of the requests; that is, whether or not the bona fide organizations are "worthy" of the valuable broadcast time.

Feeling is that the stations should set up a bureau to investigate all such requests and allocate them.

## Ed, Peggen Fitzgerald Nighttime Show Looks Set for True Story Mag

An expensive new audience participation with chatters Ed and Peggen Fitzgerald as emcees, is reported to be in the air, and is being airing with True Story Mag as bankroller and Raymond Spector as producer.

The Fitzgeralds, now doing their chatter show locally on WJZ, New Jersey, are being asked to come to New York to have cut audition platters, for the show which has passed muster with the programing committee. Herd Moss is the show's producer.

It is possible that the show will be aired over the ABC (Blue) network.

## NAB Group Steps Up Agricultural Activities; Asks Permanent Director

Chicago, Dec. 11. Recently named Agricultural Directors Committee of the NAB, meeting for the first time as a body at the Stevens Hotel last week, submitted a suggested date of activities for the NAB to embark upon in connection with extending of agricultural broadcasting over commercial radio stations.

Recommendations submitted to the NAB Board of Directors asks for the establishment within the NAB of an agricultural director and the naming of an agricultural committee member of each of the 17 districts of the NAB to work with station management in respective areas. They also suggested that closer working relations be developed with the U. S. Dept. of Agriculture and other governmental agencies dealing with agriculture and arrangements be made for periodic discussions of clinics bringing together broadcast-

ing management, farm radio broadcasters, representatives of the U. S. Dept. of Agriculture and farm organizations of all kinds to examine the possibilities of extending the service of radio broadcasting to agriculture over commercial stations.

C. E. Arney, NAB secretary, attended the meeting of the committee, which is composed of Larry Haeg, chairman, WCCO, Minneapolis; Art Page, WLS, Chicago; Bill Mosier, KJR, Seattle; Bill Drisp, NBC, Chicago; Herb Flambeck, WHO, Des Moines, and Layne Beasley, WBAP, Fort Worth.

Hartford—Parking himself in the WTIC studios, Gov. Raymond Baldwin made an eight-hour campaign on Dec. 7 for the sale of Victory Bonds. Gov. sold some \$180,550 in bonds.

## RCA Throwing Patents On Market, Hypoing New Biz

Washington, Dec. 11. RCA last week asked that all of its patents be listed on the Register of Patents available for licensing which has been set up by the U. S. Dept. of Commerce. Bulk of the patents cover radio broadcast and receiver equipment, plus television, electrical phonograph, radio tubes, motion picture sound equipment, etc.

RCA action throws its stuff wide open to all manufacturers and would-be manufacturers and may have the effect of bringing newcomers into the radio equipment production biz.

## Philco's \$1 on Year

Philco Corp. declared a year-end dividend of 20¢ per share on common stock payable Dec. 27 to stockholders of record Dec. 14.

This year-end dividend compares to the 20¢ of the year before and brings total payments for this year to \$1 per share.

## Health Shows Stilted, WNYC Program Exec Sez

Public health agencies and organizations are urged by Seymour Siegel, program director of WNYC, N. Y., to loosen their pursestrings and exercise a little ingenuity in broadcasting health programs. Siegel reiterates this advice at the session of the New York Tuberculosis and Health Assn. today (12).

Discussing the subject in advance, Siegel said: "After four and a half years in the Navy, I returned to the health radio program picture with the distinct feeling that 'this is where I come in.' The same paper-cutting doctors are still talking about the common cold in the same dull way." He added that it's about time health reps realized the importance of showmanship in getting across public service interests.

Cleveland—Jacob Hines, w.k. glee club director, has been placed in charge of the W.C. Glee Club, a partnership and will also do some production work.

## Church Programs Lack Showmanship, Ideas, Buffalo Preachers Told

Buffalo, Dec. 11. Local Council of Churches, asking for "plain speaking" at its public-relations round-table luncheon here last week, got it plenty from Buffalo station directors. Manager C. Robert Thompson, deploring churches' lack of showmanship, said "Religious groups can't expect station to give time to programs to which women don't give time or thought in preparation." "Give us definite ideas for programs and you'll get better results," he stated. When spokesmen for various Protestant denominations requested equal allotment of time, Thompson suggested that clerics plan co-operative programs and "broaden their horizons" as means of bettering religious themes.

Requests for WGR, WGBW, WBNY and WEBB, along same lines, suggested that average station's 16-hour daily schedule should allow sufficient time for all groups to get separate programs and that station staffs aren't large enough both to plan and to supply manpower.

## Canada vs U. S.

Continued from page 31

got on the part of the CBC of U. S. programs carried in Canada. Fear is tied up with the fact that Mutual shows were banned off Toronto radio CKEV some months ago. It has been learned that the Toronto governors gave the o.k. to CKEV providing CIAD also got the o.k. on CBS.

It was also learned by Varner that an important meeting of all U. S. nets and the Canadian Assn. of Broadcasters is scheduled in New York this week to thresh out the whole question.

The U. S. nets are understood to oppose any form of central control in the airing of their shows over Canadian stations, because of possible repercussions of the freedom of their competitive actions in the U. S. They claim the CBC move might set a pattern for the FCC to follow. They argue if they should submit to CBC control in Canada, they would weaken their case for independence as a principle they had sacrificed in dealings over the Canadian air.

U. S. nets also fear that the advertising and promotional value would be lost if the U. S. shows aired here could be shifted from one station to another at the whim of the CBC.

The whole thing looms like one of the bitterest battles the CBC will have had since its inception. In fact, as one indie operator claimed, the CBC goes beyond its province in the matter, "making them feel dictators" through a "monopoly control."

ANNOUNCES ANOTHER STEP FORWARD  
IN STATION AUDIENCE MEASUREMENT

with

NIELSEN  
RADIO INDEX

This month, another chapter is added to the WLW story of progress in station audience measurement. Now—when FACTS about coverage and listening are increasingly vital, WLW becomes the first radio station anywhere to make available to its clients, its management, and its program department, the Nielsen Radio Index...mechanism of minute-by-minute listening in an accurate cross-section of homes in the WLW Merchandise-Able Area.

This is the fifth step in WLW's march toward FACTUAL time-buying information:

- 1940—Merchandise-Able Area established
- 1941—Hooperatings adopted
- 1942—Cost Allocation System developed
- 1943—First rural coincidentals
- 1945—NIELSEN RADIO INDEX adopted

With the start of the new year, this additional information about listening in the WLW area will enable us not only to show you the WLW story more accurately measured by standard yardsticks, PLUS new yardsticks never before available to us...but also to improve station operation and programming beyond even the high standards for which the Nation's Station is famous.

WLW

The Nation's Station

NEW YORK CINCINNATI CHICAGO  
HOLLYWOOD ATLANTA

'Nice gettin' back to the Main Stem, eh, Junior?'

"Yes, Jimmy—Philly, Boston, Columbus and Chicago are swell places for Victory Bond rallies. But even Rexell's moving headquarters here! To be sure, of course—him—or could it be Jeri Sullivan? Anyhow, not a headache or cure at N. W. Ayer—yet they tell me aspirin sales are terrific!"





## How We Made These

# Fickle Fingers Faithful

We are in love with these fingers.

When we were younger, we'd never know, from one hour to the next, whether the object of our affections would reciprocate—or switch us off.

But things are different now. In the mornings, every weekday, and on Sunday afternoons, for instance, these fingers are throwing the other boys over for us.

**Oh, how they love to tune in the morning!**

More and more fingers are twisting their radio knobs from other network stations to ours in the morning—and not twisting away again!

*Two weeks after we put on a special promotion drive, the average ratings of all our morning shows were the highest of the four networks.*

*This is no shipboard romance. Right now—10 months after we promoted our morning shows—their average ratings are still higher than those of other networks.*

Somewhat the same thing happened on Sunday afternoon. Special promotions induced millions of new listeners

to sample our fare, and they stayed with us. Ratings climbed for all programs—and today they're still up!

**Why are they so true to us?**

First, because ABC programs are getting so much better that folks prefer to be faithful.

Second, because we tell people to be faithful! Instead of putting all our advertising and promotion weight behind single, disconnected programs, we promote whole "blocks" of contiguous programs. And time after time results prove that this sort of promotion pays off.

**22,000,000 jingling pockets**

*Today ABC offers you the greatest network opportunity in America. 22,000,000 ABC families,\* with 92% of the nation's spendable income jingling in their pockets, will hear your message at a surprisingly reasonable cost. In fact, if you'll compare actual rates, you'll find that Network X costs 43.7% more than ABC per evening half-hour, while Network Y costs 28.7% more!*

\*Night-time coverage. This figure continues to climb with steadily improving station facilities.

7 reasons why ABC....

**American Broadcasting Company**  
is attracting America's Leading Advertisers

1. **ECONOMICAL RATES**—Network X costs 43.7% more than ABC per evening half-hour, Network Y costs 28.7% more.
2. **REACHES 22,000,000 FAMILIES**... who have 92% of the nation's spendable income.
3. **EXPERT PROGRAM SERVICE** available if and when you want it.
4. **EFFECTIVE AUDIENCE PROMOTION** which

builds bigger, more loyal audiences.

5. **GOOD WILL** through public service programs that give an unbiased, complete picture of vital issues.

6. **ENTHUSIASTIC COOPERATION** of the 194 member stations for the benefit of advertisers.

7. **PRACTICAL TELEVISION**—program building on an economical basis.

# American Broadcasting Company



*WCAU again demonstrates its true value and the great power of radio...*

**Examples of  
WCAU leadership  
in public service**

**SERVING VETERANS:**

"Jobs For Veterans"

**SERVING COMMUNITY HEALTH:**

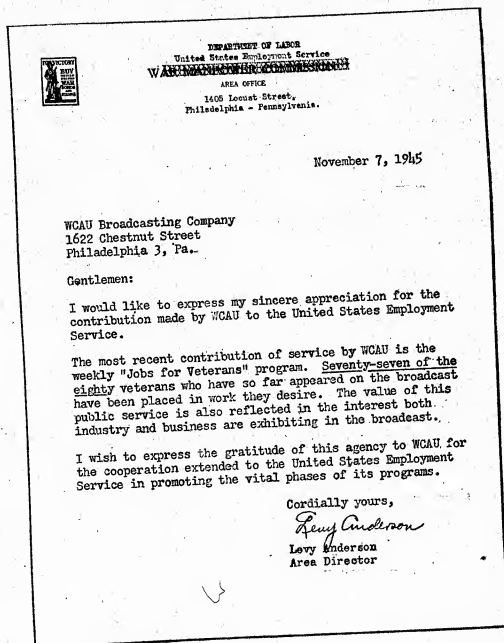
"Crusade for Better Drinking Water."

**SERVING YOUTH:**

The "Career Forum."

**SERVING INTERNATIONAL RELATIONS:**

"An American in Russia."



# WCAU

50,000 WATTS • CBS AFFILIATE

**PHILADELPHIA'S LEADING RADIO INSTITUTION**





## Met Video Sees Low Band Kaput

Metropolitan Television, Inc. which in 1944 applied to the FCC for a commercial video license, has gone back, line and ikon into the CBS corner by cancelling its old application and endorsing the move of television to the higher band of frequencies.

CBS execs, who were informed of the change in viewpoint by Metropolitan, showed no hesitancy in pointing out that Metropolitan's move was seen as full backing of their consistent stand.

Metropolitan is owned by two New York department stores, Abraham & Straus (Brooklyn) and Bloomingdale's, and also operates an FM station, WABF. The firm intends to file a new video application after completing new experiments.

## Television Review

### "THE STRANGE CHRISTMAS DINNER"

With: Grandon Rhodes, George Mathews, Celia Babcock, Ed Hussey, John Souther, A. F. Kaye, Alan MacAlister, John Martin, Dave Davis, Artie Simon, Lee Molnar, Kevin McCarthy, Bob Tabin. Writer: Margaret Cenelis, adapted for television by Fred Coe. Producer: Fred Coe. Technical Director: Al Protzman. 45 Mins., Sunday (1), 8:15 p.m. Sustaining.

WNET, N.C., N.Y. WNET brought a touch of Charles Dickens to its viewers Sun. (9), in "The Strange Christmas Dinner," a piece well suited to the family audience and holiday spirit. Not so long as the station's usual Sunday night plays because of the hockey game telecast from Madison Sq. Garden that followed, the show was an original adapted from a short story in "Good Housekeeping" that incorporated all the deft Dickensian touches of the author's "Christmas Carol."

Replacing Scrooge was a miserly first heart named Herman Grubb, proprietor of a Broadway eatery who refused to let his employees take off Christmas Day, despite the scarcity of customers. First customer finally appeared, dressed in the height of fashion of the 1870's, and persuaded Grubb finally to change his ways. After customer still unidentified, walked out, the hat-check girl who had sold for his autograph, looked at the signature to discover the name was "Charles Dickens."

Producer Fred Coe added much to the show's merits by bringing films of Times Square and references to modern Broadway goings-on to help set the story's locale. Cast, topped by Grandon Rhodes as Dickens and John Souther as Grubb, was uniformly good, and Bob Wade's set was an almost perfect facsimile of a second-rate Broadway chop house.

**TIME!**

Better timing of sales efforts, through good times on good stations, sends produce is piecing into consumer homes. Radio time buyers from coast-to-coast depend on full-time help from cooperative Weed & Company.

**WEED AND COMPANY**

RADIO STATION REPRESENTATIVES  
NEW YORK • CHICAGO • BOSTON • PHOENIX  
DETROIT • SAN FRANCISCO • PORTLAND

## CBS Video Nixes Field Pickups When Prewar Equipment Flops Tests

Efforts of WCBW (CBS, N. Y.) to begin televising field pickups shows were stymied this week when the station's engineers decided after a test that the mobile equipment, still pre-war stock, was not up to par. Station had announced it would air a double-header basketball game from Madison Sq. Garden tonight (Wed.) to inaugurate the field pickup service, but called off its plans after the engineers had nixed the idea. Time will probably be filled by a sports show from the studio.

Lawrence Lowman, CBS veepee, has appointed John Southwell, former television director of Young & Rubicam, as a program director. Southwell bows to tonight with direction of "Beetle," a comedy-adapted to be aired from 8 to 8:10 p.m. Prior to joining Y.R.R. Southwell was affiliated with B.B.D.A.O. where he initiated that agency's video department, and was also a former scripter and assistant director for Metro, working under Victor Fleming. His recently-completed book, "So You Want a Job in Television," will be published by McGraw-Hill early next year.

Lowman also announced the ap-

## King's 'Missus' Checks Off CBS Video Jan. 8

John Reed King and his "Missus-Goes-A-Shopping" program go off CBS' tele station, WCBW, Jan. 8, after one-and-a-half years in the Tuesday 8 p.m. slot on the video outlet. Program, which will continue on WABD, N. Y., as before, was rated best adaptation of a radio program to tele for 1945 by Television Broadcasters Ass'n.

King decided to take program off tele in order to exploit his own tele programs, which include "Thanks For Looking," "King's Record Shop" and another untitled show, "Thank You" was on DuSable, N. Y., for 26 weeks, sponsored by Lever Bros. "Record Shop" is currently being televised on WGBB, Schenectady, as an ABC presentation, with Paul Mowry supervising.

Appointment of Jerry Faust, who has acted in several WCBW shows, as an assistant director, and Bob Bendick, as director of the station's mobile unit, as soon as the field pickup program gets going.

Cincinnati—Kyra Hubbell, wife of Richard Hubbell, head of Crosley Corp.-WLW television, has joined the College of Music of Cincinnati faculty in a new position as instructor of stage technique.

## Com'l Tele in '46 Cues TBA Parley, Allocations Seen as Chief Problem

Assignment of television channels by the FCC three weeks ago marked the "full speed ahead" signal for commercial video but many problems still exist before the new medium can assume its place as a top industry, officers of the Television Broadcasters Assn. told members at the association's annual meeting Friday (7) in the Hotel Commodore, N. Y.

Outlining video's growth during the last year, J. R. Poppelle, TBA prez, cited the organization's good work and pointed out that a group of TBA engineers had cooperated with the FCC's staff in formulating the allocations system.

"I believe first and foremost in any discussion of the television industry's progress," Poppelle said, "is the question of settling the allocations problem. Without this fundamental necessity, the industry could not move forward. With its final and favorable solution at hand, there is no substantial reason why commercial television should not blossom across the nation during 1946. I'm confident it will."

G. Emerson Markham, chairman

of the commercial operations committee, cited the many problems to be overcome and outlined his committee's plans to solve them, including a division of the television hour into program segments and the formulation of a basis for establishing video rates for commercials.

Reports were also given by Will Baitin, secretary-treasurer of TBA and the following committee chairman: F. J. Bingley, engineering; Paul Raibourn, publicity and promotion; Ralph E. Ansfield, program; Dr. Allen B. Dutton, membership; and O. R. Hanson, station operations, standards and personnel.

All TBA officers were reelected at a board meeting following the Commodore dinner. Besides Poppelle, secretary and chief engineer of WOR, N.Y., the association is headed by Bingley, of Philco, as veepee; Baitin, as secretary-treasurer; and Hanson, NBC veepee over engineering, as Baitin's assistant. Ernest H. Vogel, veepee over sales for Farnsworth, and Poppelle and Markham, were elected to the board for three years. Other TBA directors include Hanson, Raibourn, DuMont, Curtis W. Mason, Bingley and E. A. Hayes.

**WLOL**

*announces  
the appointment of*

**NORMAN BOGGS**

*as general manager  
and vice-president*

Effective January 14, 1946

WLOL • MINNEAPOLIS-ST. PAUL • BASIC MUTUAL



## Tommy Dorsey, MCA in Tiff Again Leader Tells Agency to Halt Bookings

Tommy Dorsey and Music Corp. of America are in another of the periodic disputes that have occurred between them during past years. Several weeks ago, Dorsey advised the agency not to submit him further for bookings, presumably because the Capitol theater, U. S. dist., had begun following his brother Jimmy's band, current at that house. Run is to open just before Xmas. Exactly what has come up is not known.

Dorsey and MCA is unknown, and no one connected with either the leader or the agency is disposition, it talk about the dispute. Just the bare fact that Dorsey dispatched a wire to Capitol City, Wash., about six weeks ago, advising of his attitude, has come in light.

Dorsey, along with virtually every other top name leader connected with any agency, has had arguments with MCA before, both minor and violent. He has been with that agency close to 10 years.

Leader is currently in Mexico City on vacation.

## Herman's Par, N. Y., Date Finally Pacted, But

After Lots of Haggling

Deal for Woody Herman appearing at the Paramount theatre, N. Y., Dec. 19, one week ago originally contracted for was accomplished, but not as a wholehearted juggling operation. As it now shapes up, Herman closes at his present stand, 42nd St. and Broadway (10), and is replaced by Tony Pastor, now at the Paramount, who will play for two weeks, ending on mid-Christmas eve, and is followed by Jimmy Dorsey, bowing the following day.

Reason for the shift was sub-normal business being done by the Paramount, which was feared by the agency in Mexico, and Par exec subsequently sought to change the bill. However, Herman was reluctant to let Herman go, inasmuch as it pointed out that it realizes the majority of the profit from any band's engagement on the last week of the run, when it costs again on previous advertising in promotion. It was pointed out, spot would have been additional expenses in printing up new menus, and in advertising, in heavily for exploitation to publicize any interim bond between Herman's closing and Jimmy Dorsey's opening Christmas day.

Situation was solved by payment of a fee calculated to meet expenses to be incurred with Pastor's opening.

## ABRAMSON'S DISKS SET TO HIT MARKET

Not Abramson, whose Pilophone records were made exclusively for the Government during the war, hitting the commercial market again next week.

Abramson has made master recordings of 50 albums, and is now making pressings. The new albums, including "Show Boat" numbers, Jerome Kern works, and two records of ruminations, and fun songs, will be ready next week.

Done on vinylite, the platters will be for his usual 10-cent price. The marketing will be done exclusively through Macy's department store.

## St. Louis Cop Returns To Show Biz as Music Sale Rep

St. Louis, Dec. 11. — Harry Fender, who 20 years ago died of 12 years as a singing and dancing stage star and became a cop in St. Louis, had now returned to the entertainment world when he turned in his sergeant's shield and became a music sale manager. Now, 45, Fender refused a \$20,000 offer in 1936 from Eddie Cantor to do film work in Hollywood.

During the time he wore the blue uniform, the local guardhouse Fender also had numerous calls for help in the stage. Starting as a probationary cop, Fender rode a motorcycle for a year before being promoted. He was head of the gambling suppression squad and his last stint in the department was head of the check and forgery division. He played leading roles for the Shuberts and with Ziegfeld.

## Finney's Muzak Bout; Returning as Consultant

Clinton M. Finney has resigned as president of Associated Music Corp. and will return to that firm in a consulting capacity after a winter vacation.

Harry E. Houghton, chairman of the board, is assuming press duties until new head is named.

## Juke Box Pix Biz Set for Come Use

Chicago, Dec. 11. — Soundies will go commercial in a different way if advertisers can be sold on new Mills Industries plans. The jukebox movie machine, once barked by Jimmy Roosevelt, and until the outbreak of the war relegated to a minor spot in tavern entertainment, will be used by the armed forces use in presentation of both training and entertainment films, with push-button controls instead of the coin operation.

New type machine has been adapted for commercial use, selling sales films in dealer showrooms, advertising big in hotel lobbies and transportation terminals, and educational films. Called Sono-Vision, the machine uses the same 45-mm. film as the Sono-Vision, a back-projection system, with a continuous horizontal reel feeding 1,000 ft. of film, with push-button projector and no rewinding mechanism. Screening is started and stopped by button.

Contrary to expectations, the Armed Forces will return few, if any, films to be used by the military to civilian projects, so that postwar use of the machine will be met by new manufacture. The new films, and films used in these machines are distributed by Filmair Studios.

## Petrillo Goes to Bat For Vivian Della Chiesa In 49¢ 'Mistake' Suit

Hollywood, Dec. 11. — James C. Petrillo filed an affidavit in superior court here yesterday (10) supporting the claim of opera singer Vivian Della Chiesa that Concha V. Savage is suing her for \$40.05 to make.

Mistake Savage is asking a percentage of the singer's earnings for aid in making her "famous." Petrillo's affidavit states Miss Della Chiesa made her public debut in 1935 and could not have been financed by Miss Savage in 1934 as charged in suit.

## COIN MACHINE FEE RE-SLOTTED BY CHI

Chicago, Dec. 11. — Despite Illinois Supreme Court, recent revocation of Chicago's 60-cent slot machine fee, the 620 Council committee on licenses last week re-established it in the city ordinance. Move was made in response to complaints by bistrot operators and manufacturers that there aren't enough nickels dropped into the machines annually to warrant that a bite.

Committee, in reinstating the ordinance, asserted that it seemed "fair" to "allow" the 60-cent record companies are doing, that all that's needed is one hit song to bear the cost. However, since the 60-cent record companies are doing, that all that's needed is one hit song to bear the cost. However, since the 60-cent record companies are doing, that all that's needed is one hit song to bear the cost.

Philadelphia, Dec. 11. — Lawrence Orshon, who was slain for a second appearance on Jan. 12 at Sunnyside ballroom, was killed in a traffic accident during the same season. Lawrence's crew held down the ballroom on Nov. 10, 1945, the last day of the season.

## Austrians Win Step In Royalty Suit vs. ASCAP

Austrian music society, AKM, received a break in its suit to collect royalties from the American Society of Composers, Authors and Publishers when N. Y. Supreme Court Justice Charles E. Walker granted a total ASCAP's motion to substitute the Allen Property Custodian of the U. S. as plaintiff in place of the present plaintiff, Harry M. Propper, AKM receiver. Court held that the U. S. is plaintiff in place of the present plaintiff, Harry M. Propper, AKM receiver. Court held that the U. S. is plaintiff in place of the present plaintiff, Harry M. Propper, AKM receiver.

AKM seeks to recover royalties allegedly held in error by ASCAP from the U. S. suit asks for \$150,000 damages and an accounting for two-year period. ASCAP, seeking to avoid the severe suit, had moved to substitute the Custodian as the sole plaintiff.

Justice Walker, after reserving a decision recently on an ASCAP motion for dismissal of the suit and for summary judgment, holding that the title is now vested in the Custodian, said that the suit should not be granted because the law provides that, in case of transfer of interest, the suit may be brought by the original party unless the court directs otherwise.

## Boom Market For Pix Stars' 78s Fables Via Disks

Chicago, Dec. 11. — Platter people are coming in on the kiddie market according to sales trends in the local record shops. Frank and Aling are getting the boards in favor of Basil Rathbone, Herbert Marshall, Ginger Rogers, and other film folk who seem to be taking Daddy's place as Christmas story-line favorites.

Holiday sales have hyped turnover of disk for the curly-locks bride and groom, an extent that is outstanding most of the pop ballads. Currently leading the kiddie drive is a Decal of Lorena Young's singing "The Littlest Angel." Herbert Marshall is a close second in the Christmas field, with Gallico's "Show Goss" also on Decca. For the younger male fans the top disk is Duke Ellington's "The Three Billoys' Gruff" and the "Town Musicians." Ronald Colman, among the leading with his perennial "Christmas Carol" and Charles Laughton does well with Mr. Pickwick's Christmas.

In the general literary division Basil Rathbone is far ahead with Columbia disk of "Treasure Island," "Robin Hood," and "Peter and the Wolf," the latter selling well in all areas. "Alice in Wonderland" is done by Ginger Rogers, and Fredric March steps up with the self-titled disk to just about top of the field. The kids are probably expecting a break hearing the RKO's new disk due out on Dec. 15. It's a creek the kids won't kick at being relieved of the duty.

## Tex Stewart's Sextet

Stewart, former trumpeter for Duke Ellington, is organizing a new group, which will open Dec. 20 at the Three Deuces, N. Y.

Outfit will have a cooperative contract with the manager Dave Steinberg, recently discharged G.I.

## Reg Connolly

Reg Connolly, who has been a British music publisher, has an interesting piece on

"Anglo-U. S. Music Relations."

on editorial features of the 40th Anniversary Number

of VARIETY

Out Soon

## Copyright Attorney Analyzes Recent Ruling on Split Song Renewal Rights

## 50th Birthday Grubfest For Jack Rosenberg

Testimonial dinner to Jack Rosenberg, president of Local 802 AFM, will be given at the Commodore hotel, Feb. 14, on occasion of his 50th birthday. The event, which will be ex by the, and James C. Petrillo, AFM head, are honorary chairmen of the event, while Dick McCann, is chairman; M. S. Novick, is secretary, and Dr. Frank Black is treasurer for the affair.

Sponsors committee is headed by William Green.

## Record Payoff On Downey Platters

Morton Downey's transcriptions for Coe-Columbia, which rate a total of 250 stations weekly, are turning over to the music business what's considered a record sum for the use of music in this way by one show.

These disks earn the music industry a Decal of \$100,000 a year at a rate of \$250 per normal use, and \$125 per for what's considered a "normal" performance.

In addition to the disked shows, Downey, rides a 15-minute spot weekly on the board for Coe-Columbia, on Mutual. Soft drink maker also uses a half-hour three nights weekly on the same net, using name bands.

## NAME BANDS ARE SET FOR CANADIAN WEST

Regina, Sask., Dec. 4. — The entertainment board for the Canadian west will be invaded by eight "name" bands in 1946, according to George Simmons, Calgary music promoter, who says he has completed arrangements.

Simmons has booked Tommy Dorsey, Harry James, Louis Armstrong, Charlie Barnett, Jan Garber, Carmen McRae, and Cab Calloway, and Crooby, with part of the dance proceeds to go to the RCAF benevolent fund.

Calgary, Edmonton, Regina and Saskatoon will be one-night stands for the winter, and the winter fanatics will be used where possible.

Shows are scheduled for one a month, beginning in mid-February.

## Hampton Musicrew Sets "L.A. Terpercy Record"

Los Angeles, Dec. 11. — Lionel Hampton and orchestra established an all-time attendance record for the four years since he started, registering a total of 44,500 cash customers.

The week was another record for the ballroom, with figures hitting 11,000. Lowest week of the four was the last, with 10,100.

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[The Music Publishers Protective Union, asked copyright expert J. T. Abeles, counsel for Metro's music interests (Robbins, Field and Miller), to analyze the recent victory of Jerry Funderburg, who versus Music Corp. against Miller Music.]

## By Julian T. Abeles

The recent decision of N. Y. Supreme Court Justice Cochran in Jerry Funderburg, under which Metro Music Corp. will relieve veteran songsmiths and publishers from showing musical ownership with other publishers who may have acquired interests therein through deceased co-authors.

The Vogel vs. Miller action was the second step to determine the respective rights of co-owners and their licenses under such copyrights in music works. As an attorney for motion picture interests, I had advised my clients that they could take a license from one co-owner of a renewal copyright in their music, and I had advised my co-owners. As an attorney for music publishing interests, I had advised my clients that they could take a license from one co-owner of a renewal copyright for any proceeds received as a result of such renewals.

The opportunity to test the first proposition came with the action of Al Plantados vs. Loew's, Inc., and Leo Feist, Inc. It involved the song "You Are an Apple in My Hand," by Joe McCarthy and Joe Goodwin. Feist acquired the renewal rights in the song, but Plantados, who had not authorized the license, both Feist and Loew's had infringed his copyright interest.

The court held, however, Circuit Court of Appeals, 9th Circuit, June 2, 1943. "The question then is whether the parties have agreed to use a copyrighted work as co-owners incur liability for its infringement. The answer is, no, unless one who gave no consent. Feist Inc., and through it Loew's, received the renewal rights in the song, but good friend to a suit by co-owner Plantados."

The opportunity to test the second proposition came with the Vogel vs. Miller action. It involved the song "You Are an Apple in My Hand," by Al Frankenstein and F. B. Silverwood. Vogel acquired the renewal rights in the song, but Miller, who had not authorized the license, both Feist and Loew's had infringed his copyright interest.

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## Foreign Film Angle Upon the expiration of the original (Continued on page 42)

## BANDS LINED UP FOR POST-DRIVE STANZAS

Several name bands, which have been lined up for the summer air periods to the promotion of Victory Bonds, are continuing this although the war has officially ended. Woody Herman will continue his Friday night stint through this week and the success of his new group, Tony Pastor on the American web, and Frankie Carle's Victory Bond program and the success of his new group, and they will be taken over by Les Brown, Art Mooney's band will continue the band's times to fill the slot on NBC Friday nights.

Treasury Bandstand, heard over CBS, has been scheduled to fill the 3 p. m. (EST) slot, with the following bands: The Four Seasons, Dec. 15; Les Brown, Dec. 22; and Tony Tucker, Dec. 29.

The Duke Ellington show promoting bonds has been temporarily discontinued because of the Metropolitan Opera broadcasts.

## NBC, CBS, ABC, Mutual Plugs

(Peatman System)

Most played songs of the week, rated on survey of song performances by Dr. John Peatman, in place of the Accurate Reporting method of tabulation, is offered herewith by Variety for the first time. New type of listing is in accord with majority wish of the industry. In effort to combat the so-called payola situation, Accurate's tabulation, incidentally, remains the basis of Peatman's performance info in N. Y.

Top 30 songs of week, based on survey of pop music broadcast from radio nets, for survey week of Nov. 30-Dec. 6, follow:

Along the Navajo Trail	Leeds
Aren't You Glad You're Young	Burke
As Long As I Live	Witmark
But I Did	Remick
Chickery Chick	Santly
Come to Baby, Do	Leeds
How Deep Is the Ocean	BVC
I Can't Begin to Tell You	BVC
If I Loved You	T. B. Harms
I'll Buy That Dream	Miller
I'm Always Chasing Rainbows	Williamson
It Might As Well Be Spring	Morris
It's Been a Long, Long Time	Harms
It's Only a Paper Moon	S-B
Just a Little Dream Affection	Barton
The Last Time I Saw You	Famous
Love Letters	Bourne
Let It Snow	ABC
Oh, Brother!	Vallee
Put That Ring On My Finger	Harms
Sleazy	Chappell
Some Sunday Morning	Paul
Symphony	Williamson
That Feeling in the Moonlight	Harris
That's For Me	Santly
The Flea	Block
Till the End of Time	Republie
Waitin' for the Train to Come In	Berlin
Walkin' With My Honey	
White Christmas	

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## 10 Best Sheet Sellers

(Week Ending Dec. 11)

Chickery Chick (3) (Santly-Joy)  
It's Been a Long Time (3) (Morris)  
I Might Be Spring (3) (Williamson)  
I Can't Begin to Tell You (3) (BVC)  
I'll Buy That Dream (3) (Burke)  
Some Sunday Morning (3) (Harms)  
Symphony (3) (Chappell)  
That's for Me (3) (Williamson)  
Along the Navajo Trail (3) (Leeds)  
Chasing Rainbows (3) (Miller)

## Abeles

Continued from page 41

copyright in the United States, the publisher under the original copyright continues to own all foreign copyrights, regardless of the extent of the renewal rights acquired by it for the U. S. Assume there were two writers of a song, one having died before the right to renew expired, the living writer assigned his renewal interest to the original publisher, while those in interest through the deceased writer assigned to some other publisher. The original publisher being possessed of all interests outside the U. S. and of a half interest for the U. S. (under the Plantados case) a picture company can take the required world license and a mechanical company can take the usual Western Hemisphere license from such publisher, without any liability to the other publisher, owner of a renewal interest. As such other publisher can only license in the U. S., the licensee must necessarily deal with the original publisher.

Assuming that the other publisher has done nothing, except print a nominal number of copies of the original publisher's arrangement, why should such publisher share in the proceeds realized through the efforts and good will of the original publisher. As (under the Vogel case) the original publisher is not obligated to account to the other publisher, the persons through whom such other publisher acquired its renewal interest will likewise receive nothing through such license granted by the original publisher. As the original publisher will not be obligated to share its proceeds with the other publisher, the share of the writer who assigned his interest to the original publisher, will be half of the total license fee, rather than a quarter of such fee.

There are two material benefits to insure to my music publishing clients (and the writers who obtain their renewal interests with them) under these decisions. First, they will not be obligated to share their renewal proceeds with others having split interests in such renewals. (To date my clients have received a number of such demands involving very substantial sums of money, and many other such demands are anticipated). Second, it would appear that these decisions should induce all persons having renewal interests to vest such rights

## 10 Best Sellers on Coin-Machines

1. Might As Well Be Spring (3) (Wm'son)	Dick Haymes ..... Decca
2. It's Been a Long Long Time (Morris)	Margaret Whiting ..... Capitol
3. Chickery Chick (3) (Santly-Joy)	Bing Crosby ..... Decca
4. That's For Me (4) (Williamson)	Sanny Kaye ..... Victor
5. I'll Buy That Dream (5) (Burke)	Gene Krupa ..... Columbia
6. I Can't Begin to Tell You (8) (BVC)	Dick Haymes ..... Decca
7. Symphony (9) (Chappell)	Artie Shaw ..... Victor
8. Till the End of Time (6) (Santly)	Perry Como ..... Columbia
9. Polonaise (6)	Harry James ..... Decca
10. If I Loved You (10) (Harms)	Bing Crosby ..... Decca

## Pan-Am Union Maps New Copyright Treaty to Supplant Pact of 1910

Pan-American Union is seeking to standardize copyright laws so that legal provisions relating to publishing, mechanical, gram and sound rights, as well as television and radio rights, will conform with existing statutes in the United States and South America.

Union has sent out a call to all South American countries inviting copyright experts and delegates to a convention to be held in Washington during June 1, of next year.

Purpose will be to write a new copyright treaty to include all new angles which have come into the music business since 1910, year in which the last inter-American discussions on this subject was held.

Another purpose will be to strengthen existing agreements now in effect between the various countries.

According to industry spokesmen, Latin American rights need some overhauling to take care of new facets of the business, especially television, radio and dramatic rights.

Last treaty on the subject was formulated under the Buenos Aires convention in 1910, which was ratified by 14 countries. Another attempt was made with the Montevideo convention around 1924, but as far as is known, it was not ratified in any land.

## New Philly Pub Outfit

Philadelphia, Dec. 11.

Elliott Lawrence, head of WCAU-CBS houseband, and Bix Reichner, are organizing a music publishing outfit to be known as Lawrence Music Co.

Reichner is Philly reporter and song writer, formerly associated with Dr. Clay Bond in handling music-writing chores for the University of Pennsylvania's "Mask and Wig" shows. Lawrence is also a former Mask and Wigger.

In the original publisher—for the obvious benefit of all concerned.

It has been said that if co-owners of renewals do not grant joint licenses, that each will underbid the other. But only the original publisher can grant the required license (exclusive of territory outside the United States), so that the other publisher has nothing with which to compete. Such benefits from these decisions must necessarily inure to all other publishers (and writers) similarly situated—who have lost, and are faced with losing, split renewal interests in their most valuable musical properties.

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## Band Reviews

### MEMPHIS 5

With Frank Signorile, Phil Napo-  
leon, Chauncey Morehouse, Pat  
Dugan, vocals

Old Memphis Five, forerunners of modern swing along with the original Dixieland Band, has now become eight. Reconverted after more than 10 years by Frank Signorile, Phil Napoleon and Chauncey Morehouse, the piano, trumpet and drums, respectively, of the original combo—the group opened to a sold-out house at the 400 Club, N. Y., Monday night (10) and had the kids eating up the kind of music their parents danced a two-step to back in the '20s.

Augmented by a guitar, bass, trombone, sax and clarinet, plus Pat Dugan, a refreshingly young female vocalist, the band didn't know how the five fans would go for its old-time arrangement and was evidently feeling its way. After getting a taste of the slide trombone technique, rapping, clarinet and guitar, better-standards of jazz—on such numbers as "In the Middle of the Day" and "Complainin'", the kids began to clamor for more of this same with the two-step rhythm, just the thing for their jitterbug routines.

Band was hampered in its debut by the vast reaches of the 400 Club, whose walls are more used to echoing the 16 or 18-piece modern music band. A disappointingly small Monday night crowd turned up but the Memphites showed that it will stand up with the best in any kind of music to once the kinks are ironed out. Without a front man, the boys just get up on the stand and begin to play without breaks. Good leader could have thrown up something to ease the little clowning, enacting, et al. The band would help live up to the name's appearance; now in varied localities.

Despite its small size, the group gives out with plenty of noise on the new tunes, with Signorile, Napoleon and Morehouse demonstrating technical reasons for the success of the original Five, the added newcomers showing they've caught on fast to the dixieland style. Band demonstrates a nice blending of brass and reeds on the newer numbers, with Miss Dugan registering with her nice manner and wispy pipes on "Paper Moon," "Kang, Long Time" and "Embraceable You."

Attending to the band's success is the fact that Nat Moss, the 400's owner, has invited them back for Monday night and the club has already been approached to record for Columbia. Understand that Club Buxy also was to have some platters with the group.

### MAX KAMINSKY ORCH (5)

Terrace Cafe, Boston

"Carrying a one-week contract into an eight-month one, which includes Sunday afternoon jamming as well as nightly work, Max Kaminsky, trumpet, has returned to his home town with a Dixieland combo that's catching on big here."

When called, he had Poe Wee Russell, Red Gowan, Buzzy Drootin, Teddy Roy and Johnny Paton, a solid crew in the Dixieland department. Cafe offers no other entertainment, and has a one-dollar minimum. One better to go in the rep here Nick's has in New York. So far Benny Goodman, Johnny Bred, Claude Thornhill, Dick Carey, Syd Newville, Bill Harris and Red Norvo/around town for one engagement or another, have dropped around to sit in with the band.

Strictly a two-beat job, the band works out on old-time jazz "Hot" and "Suckie Rose, all the instrumentalists taking cracks at choruses and drawing applause from the best audiences. Band broadcasts six nights a week. Sunday afternoon sessions are admissions: \$1.20 a head from 3 to 5 p.m. Band usually advertises top soloist as feature for Sunday sessions, which draw plenty of biz. Terrace Cafe, formerly Lindy's, now owned by Al Bowers and managed by Howard Smith. Dropped floorshows and brought in Kaminsky, in August. Looks like the place is set for a long stand as jazz connoisseurs' spot, judging from crowd when on the air.

### BUDDY CLARKE ORCH (14)

With Margo Manning

Normandie Roof, Montreal

No doubt that Buddy Clarke has difficult shoes to fill when he stepped into Norman Harris' spot at this room. Harris left a sick reputation here to go back to the King Edward in Toronto.

Clarke set himself up with a piano, a sax, 2 horns, and a fiddle, quintet, and his choice of numbers for the dismantling and the clever arrangements have already made him a strong force. Clarke himself has an engaging personality and occasionally solos in some tricky little novelty, adding to his personal impact. The pair on the ivory also add color to some of the standard pop but the brass section could be ported up in the attack.

Clarke's music is not strictly for the jivers, but is well rounded and adheres closely to the atmosphere

## Bands at Hotel B.O.'s

Band	Hotel	Weeks	Covers	Total
		Played	Went	On Date
Phil Aloma's	Lexington (400)	7	2,010	14,435
Johnny Long	New Yorker (400)	7	2,010	14,435
Frankie Carle	Pennsylvania (500)	7	2,010	14,435
Roni Coleman	Waldorf (500)	7	2,010	14,435
Art Mooney	Lincoln (275)	13	1,000	11,700
Joe Lombardo	Roosevelt (400)	7	2,010	14,435
Woody Herman	400 Club (800)	7	2,010	14,435
Charlie Spivak	Commodore (400)	4	2,000	12,275

\* Asterisk indicate a supporting floor show. New Yorker has ice show; Lexington, an Hawaiian floor show; Waldorf, Harlequins.

### Chicago

Sherman Hayes (Walnut Room, Bismarck hotel; 405; \$1.50-\$2.50 min.), Hayes, Del Mar & Rita and Pat Sydel get their usual 3,100.  
Ernie Hecker (Mayfair Room, Blackstone hotel; 350; \$1.50-\$2.50 min.), Jean Sablon moved out, sharing encephalitis, came on 2,300 with Bud Ives, who opened Friday (7).  
Gene Krupa (Pauzer Room, Sherman hotel; 900; \$1.50-\$2.50 min.). Loop department stores' Christmas shopping drum-beating are apparently getting more attention than Krupa's, who dropped out to 5,500.  
George Olsen (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Only 8,700 of the Olsen faithful showed up this time.  
Ted Wexler (Roulevard Room, Stevens hotel; 300; \$3-\$3.50 min.). They're singin' the blues here, too, with more 5,500 or Weems, 5 Willys, Hercegos, and Hibbert, Byrd & Lefroy.

### Los Angeles

Fredy Martin (Ambassador; 600; \$1-\$1.50). Huge parties taking over the Grove to hit valetopping 5,000 bats on the stanza.  
Johnny Grier (Bismarck; 600; \$1-\$1.50). Hitting a merry old clip with receding 4,500 covers for the week.

### Location Jobs, Not in Hotels

(Chicago)

Gay Christie (Chez Paree; 600; \$3-\$3.50 min.). Chez, with Claridge-Danny Thomas-Cabel & Dresden, who did Meredith-Lynn Sherry samba, came up with swell 5,500.  
Harry Cool (Blackhawk; 500; \$2-\$2.50 min.). Cool, Joey Martin and Ross Sisters responsible for 4,500.  
Buddy Shaw (Latin Quarter; 700; \$3-\$3.50 min.). Trip to 3,500 for Shaw, Billy Vine, Dorothy Donegan, et al.

(Los Angeles)

Susan Hanson (Paladium, B. Hollywood, 5th week). Slid off another 1,500 covers, but still at \$5,500, which is a record for a new band.  
Lionel Hampton (Trianon, B. South Gate, 4th week). Final frame down to 10,000 but ticked off the all-time record of entrants here.  
Matti Kallio (Slaggy Macie's, N. Los Angeles, 12th week). New show has a piece of sock but you can't get over 4,500 customers in.  
Xavier Cugat (Trocadero, N. Hollywood, 2nd week). Heavy name draw brings old the public with 3,200 and the expanded dining room.  
Ernie Madriguera (Ciro's, N. Hollywood, 10th week). Big parties bring out the house several nights accounted for 3,150 covers.

of the room. His support of the show is solid.

Margo Manning solos neatly and effectively, but the band could tone down when she's on the mike. L.A.

### SHERMAN HAYES ORCH (14)

With Bill Wellesome, Seany Land Bismarck Hotel, Chi.

Signed as a hurry-up fill-in for Emile Pettit, who moved out following his management. Sherman Hayes, ex-George Olsen, Del Courtney sideman, displays a clean-cut aggregation whose forte is soft, danceable dinner music, tailored to the Walnut Room "society" type specifications. Guy evades monotony according to that sort of music, however, with neat and frequent changes of tempo. Slow and fast 2/4's, ballads, rumbas, waltzes, et al. are wrapped up smartly and sanely, not result but a good replacement for Pettit.

Opening here after a warm-up at the Continental, Akron, band (4 reel-3 trumpet-3 rhythm) is new—just six months old. Young, lively, looking mused-trousers pleasantly, doubling on vocals, tenor, soprano sax and clarinet. Arrangements by himself, Art Wolf and trombonist Stanley Land are crisp, not too although over-embroidered in a few places, but they give sympathy. Withal, for a small outfit, the effect isn't bad.

Del Wellesome (Mrs. Hayes) is the attractive femme soloist. She's cultured. In "Chickery Chick", in which sidemen come down to a bar for a gleeful club clammer, and Hayes, who resembles Tony Martin

somewhat, gives out with a smoky version of "Temptation." Bill Gary, master, and Pat Sydel and Spotty are h.o.s. W.R.C.

### 1945 San Jose Dairies

San Jose Cal, Dec. 11.  
The Palomar ballroom is in the process of construction here, reportedly at cost of \$150,000. Will be operated by Charles Silvia, y.p. and treasurer of Attractions, Inc.

Harford—Jack Gordon, proprietor of the Padlock, suburban night, has been tapped by the OPA for \$5,000 on grounds of overcharges. He's appealing the decision through his lawyer.

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## WAX WORKS

By BARRY GRAY  
(WOR-Mutual's All-Night M.C.)

Ferry Como, The Satisfiers, Russ Case Orchestra "Dig You Later A Hubba-Hubba-Hubba," "Here Comes Heaven Again" (Victor 2-1750).

Como saves "Dig You Later," ringing in bits of Como's best-selling tunes, the Satisfiers and Russ Case's Orchestra do well with what's on the sheet, but that isn't enough. "Here Comes Heaven Again" on reverse is the type of tune he must sing to remain the very listenable radio personality he is. With tip-top arranging handled capably by Case, Como delivers what may become as big a seller as "Till The End of Time."

Tommy Dorsey (with Sentimentalists) "The Moment I Met You," "That Went Out With Butch Stone" (Victor 2-1761). Tommy Dorsey's waxing of "Moment" is great pop music. It presents the Sentimentalists in close harmony that can well serve as an example to other groups of the type.—Arranging is superb, rhythm excellent, and it presents solidly the fact that he fronts a band of accomplished musicians. Piano work behind the group's vocalizing is a good, subtle touch. The loud riffs accent the excellent beat of the band. It'll sell.

"That Went Out With Butch Stone" on reverse opens with the Buddy Rich's assertive drum work, highlights the ever-masterful TD slush-pump, and then presents male vocalist Stuart Foster with The Sentimentalists in a studied vocal that tries too hard. Foster, who does much better with a ballad, shouldn't attempt the clipped rhythm bits. His spoken words on this disk sound too equivocal. The female group, too, should sing instead of attempting talking lines, clever lyrics, but should've been sung.

Kay Kyser, (vocal by Michael Douglas and Campus Kids) "Angel"—"Coffee Time" (Columbia 36882). Kyser proves that his "Kollege" edition has paid off in arranging with more class. Surprising to hear this "new" Kyser, Michael Douglas shows nice tenoring throughout, and the Campus Kids fill the pauses with neat chorusing. Trombone section presents good group work. Dish will sell to ballad buyers on this side

alone. "Coffee Time" doesn't match the other buyable side. Lucynne Polk joins Michael Douglas on the second time around to present nice blues voice, with good feeling for rhythm.

Vaughn Monroe with Norton Sisters (vocal with group and orch) "Let It Snow! Let It Snow! Let It Snow!" "When The Sandman Rides The Trail" (Victor 2-1759). Backed by the Norton Sisters, a capable group, Monroe's "Let It Snow" will be bought by the "soxy" group. With a clever lyric, neat bounce and good work by the Norton Sisters, its only weak spot is Monroe's nasal baritone.

Reverse side, "When The Sandman Rides The Trail," won't leave a trail for it's going nowhere.

George Auld (vocal by Lynne Stevens) "Just A-Sittin' and A-Rockin'" "Come To Baby Do" (Musicalart 1004). Picked by some as one of the three great swing groups, and makes a bid for the laurels on this waxing. "Just A-Sittin'" shows some fine sax work and good instrumental backing, but lags when Lynne Stevens comes in for her 32. Miss Stevens' work is patterned after someone she once heard. "Come To Baby Do," reverse side, shows Miss Stevens again using what is supposed to be the fashionable blue voice. In spots, off-key, it's a bad vocal job. Auld is on-the-beat, but plays loudly, which is going to keep the older, paying crowd from this one.

## Gray Matter

Irene Daye, until recently with Charlie Spivak, being considered by CBS for sustaining aishnsh, a "Joan Brooke" buildup, talking a five-time-a-weeker. They call the show "What A Difference A Daye Made."

Bing Crosby marked his N. Y. joint with many guest shorts on all nets, and all benefits. On a visit to Mutual he wandered alone into one of the 24th floor cubicles. A minute later, not recognizing the Greaser without his horses, didn't inquire as to his identity, but informed him that "no visitors were allowed," and ejected him. A few moments later the exec was told who the sport cost was being worn by. For the rest of the day he looked as though he'd

## Best British Sheet Sellers

(Week ending Nov. 30, '45)

London, Nov. 30, 45  
Love With 2 Sweethearts... Dash  
Ogry... Maurice  
I've Said It Again... Connelly  
Bell-Bottom Trousers... Connelly  
Coming Home... Maurice  
Under Willow Tree Macdonalds  
I Hope To Die... Connelly  
Carolina... Dash  
Symphony... Chappell  
Blue Serge Suit... Chappell  
Chewing Piece Straw... Wood  
Let Him Go... Yale

turn on six winning par-mutual tabs, before the nags won!

Wendy Herman, trying to fill those old slots in jukes with new disks, recently turned out three platters, filled on five sides with ballads, and the jump department coupled by a new version of the Herman rent-payer "Woodchopper's Ball." Session agent at Liederknaut hall (N. Y.) was frowned on by publishers for they feel Herman should record only swing, the beat which brought him to national attention.

At the swank Waldorf-Astoria, Dick Stable out of Coast Guard blues into black tie, is really putting the "wedge" into the Wedgwood Room. For Sinatra's first show, Stable put 35 men on the stand which usually accommodates 16. At the show caught, an unknown redman kept playing clinkers. Section was so crowded, they blamed it on a byrnie passing by, heavy with trays.

Bobby Byrne, out of service, is on tour with new combo, and according to observers in Boston and Holyoke (Mass.), where the latest in dates have taken place, records are being smashed. Nothing new for Byrne, his records have been broken before. Even when wax was scarce.

"Can You Top This?" the NBC and Mutual airshow, celebrates its fifth year of broadcasting this week. With the exception of Ward Wilson, newest member of the cast, the original funsters are still "topping" each other's yarns. Peter Donald, Joe Laurie, Jr., Senator Ford and Harry Herfield have now reached the point where the present audience can't remember the material used five years ago, and can, therefore, start all over.

## Inside Orchestras—Music

Harry Carroll, song-writing performer, playing his fourth engagement at the Hotel Nicolet Minnesota Terrace, Minneapolis, with his wife and partner, Polly Baker, in the act, is no longer "chasing rainbows," he told Minneapolis reporters last week. He found them in his song of that name, "I'm Always Chasing Rainbows," which is currently used in the film "The Dolly Sisters," and which has earned him \$100,000 royalties in the 30 years of its existence, he said.

The song was originally written for the Dolly Sisters to be used in the musical show, "Oh, Look," in 1918, and is still alive. The Carroll reside in California, but their two daughters, 13 and 11 years old, are attending a Twin City convent school and the local engagements afford an opportunity for a family reunion.

Sammy Kaye, who has been the consistent object of Barry Gray's caustic "affection" on the latter's all-night record show on WOR, N. Y., snapped back at Gray on a 1:30-2 a.m. remote from rank Daley's Meadowbrook. Kaye cut his hand during the last two minutes of the remote to advise listeners to turn their receivers off because "some guy who sweeps the WOR studios all night has a habit of wandering past a mike every three minutes to bury or pan somebody." Gray cooed on at 2 a.m., and, having heard Kaye's salute, cracked back on his opening line by asserting that Kaye should know about broomsticks—he's got a neck like one! Aside from the kidding, the two are fast friends, Kaye having appeared as a guest on Gray's show several times.

Charles Trenet, French singer previously accused of chinning in with the Nazis, has been cleared by his fellow Frenchmen. They have since learned that in June, 1944, he was severely wounded by agents of the French Gestapo. But, in November the same year, he returned to the Parisian stage to sing at the A. B. C. Music Hall, followed by an appearance at the Etoile-Theatre. In February, 1945, he toured Germany where the occupation troops of Gen. Deist de Tassigny were stationed. Several French publications have since given him a lot of space praising his patriotic efforts.

Irving Caesar's "Al Smith Memorial Song" was written to order of the Al Smith Committee, who asked Caesar to write a memorial song to be used on the radio for solicitations. Majestic Records volunteered to press without cost a sufficient number to be distributed to radio stations, especially for the disk jockeys. Committee members, including Archbishop Spellman, approved the simple, homespun lyrics of song as typical of Al Smith. "A sane, very plain sort of guy."

Irving Berlin has long owned the private house at 29 West 46th street, N. Y., the penthouse of which was his former bachelor apartment and has been tenanted by other show biz greats. Now under lease, there is talk that Berlin may ultimately reclaim the entire building in which to house his Berlin Music Pub. Co.

Irving Berlin's "White Christmas" continues to paint a trend toward songs composed especially for the Dec. 25 event. This year's items include two such seasonal items, "A Yankee Christmas" and "The Happiest Christmas."

New recording company has been formed in San Antonio by the Star Novelty Co., which is issuing records under the label "Star Records." Current releases are cowboy and hillbilly.

In production credits for Republic's "An Angel Comes to Brooklyn," reviewed in the Dec. 5 issue of VARIETY, songwriter John Rox's name was inadvertently left out.

## 2 More Top Hits From Robbins

# THE HUBBA-HUBBA HUBBA

## COFFEE AFTER A Hubba-Hubba-Hubba

Both by HAROLD ADAMSON and JIMMY McHUGH

Both in The 20th Century-Fox Picture DOLLY FACE

Not Forgetting

# NO CAN DO

and

# AUTUMN SERENADE





# AGVA Demands Bonds on New Fla. Niteries Just in Case Biz Lays Egg

With Florida cafe and niterie operators tuning up for what they believe will be the bonanza season of all times, new niterie operations are mushrooming in that territory as never before. Aside from the seasonal operators of the past seasons, there has been an influx of newcomers to Miami Beach and environs. Latter are spotting shows in rooms, regardless of being large or small. Many of the ops have been in New York during the last two weeks lining up shows.

This condition prompted American Guild of Variety Artists, vaude talent union, to dispatch Dave Fox, head of the N. Y. AGVA local, to Miami to check on the financial stability of newcomers before permitting any union performers to sign contracts.

Fox returned this week and reported to Matt Shelvey, national head of AGVA, who later ruled that most of the newcomers will have to post cash security with the talent union, covering salaries and transportation, before acts can sign for these dates. Established spots, which have been operating regularly, already are easy on financial stability with the union. It is only the newcomers that the union is dubious about.

Word had gone out that some of

the black market mob were moving into Florida for a quick take on niterie and casino operations. Everything would be okay if they managed to grab the big coin they're after. But as Shelvey put it, if the bonanza season didn't come off for the Johnny-come-latelys, performers might be left holding the bag. Union is adamant that no members shall sign contracts for these spots unless cleared on financial status or the operators put up a cash bond.

## Standard Time An Element in Mpls. Cafe Keeping Permit

Minneapolis, Dec. 11. Because of action by the state legislature in switching the state from war to standard time three weeks before the killing of a local labor leader in the Washburn, a leading Long nightclub, the spot will retain its license to operate.

City authorities had sought to revoke the establishment's license on the grounds that it was selling liquor after hours in the early morning when its part owner and manager, Ruben Shevsky, shot and killed the night organizer.

The district court, however, upheld defense counsel's contention that while drinks had been served approximately one hour after the usual closing war time, the closing time intended by the state legislature actually was standard time, one hour later. The 2 a.m. war time was still 1 a.m. standard time and the cafe remained within the law, counsel argued successfully.

## CHI'S CHEZ PAREE SETS YOUNGMAN-FAYE-DIX

Chez Paree, Chicago, starting Jan. 7, will have one of its heaviest-crowded displays. Already signed are Henry Youngman, Frances Faye, Tommy Dix and the Hartwells. Miss Faye has been booked at \$2,500, her highest take to date, although a previous Chicago engagement brought her \$2,350.

## AGVA Lifts Unfair Ban When AWVS Pays Off

American Guild of Variety Artists has lifted national unfair listing on American Women's Volunteer Services, in force several months because of unpaid salary claims which had been filed against the Atlantic City unit. Latter conducted a semi-communal canteen in the Ritz-Carlton, A. C., and consequently had been paying for talent. When claims against this unit were filed and nothing was done about the payoff, acts on a subsequent show were yanked away by the union and the AWVS declared unfair nationally by AGVA.

Readjustment on the claims was made this week in Hollywood where plans for the Hollywood branch of AWVS' Victory Loan dinner at Ciro's Hollywood this week. This will provide food and entertainment to purchasers of \$5,000 bonds or over.

**Orpheum Books Circus**  
Los Angeles, Dec. 11. Polack Bros. Circus is booked at the Orpheum, downtown vaudeville house, for a special Christmas offering, opening Dec. 18 for two weeks. Savant troupe is made up largely of acts formerly with Ringling Bros., including Hubert Castle, wire walker; Mabel Stark, animal trainer; The Antelopes, high perch act; and Bobo Barnett, clown.

## Ethel Waters Walks On Embassy, N.Y., Signs For Shubert Musical

Ethel Waters has walked out on her opening date at the Embassy club, N. Y., slated to open Dec. 27, and has signed with the Shuberts' "Passing Show." Miss Waters was originally packed to open at the spot Dec. 15 but opening was subsequently postponed because spot couldn't be ready for the earlier date.

Miss Waters claims that failure to comply with the original opening date constituted a breach of contract and, consequently, she felt free to sign with the Shuberts. Bill Miller, spot's operator, meanwhile is looking for replacement. Signed so far are the Weson Bros. and Joel Tierro's orch.

## MICHIGAN FREEZES LIQUOR LICENSES

Detroit, Dec. 11. The Michigan State Liquor Control Commission froze all liquor licenses in Michigan indefinitely last week (7). Move is part of drive to eliminate chain owners and racketeers from saloon or brewery business.

The freeze order stops buying and selling of saloons, since no one is interested in owning a saloon unless he can buy the license too. About 300 applications for license transfers on file in Lansing, the state capital, will not be affected, Liquor Control chairman John R. Aaron, said.

**Ohio Liquor Board Thwarting**  
Columbus, O., Dec. 11. Ohio Liquor Board is getting tougher in handling violators, a survey revealed. For the first 10 months of this year, the board received 14% of the permits involved in charges filed against liquor retailers, as compared with 7% for all of last year.

Total of 30 suspensions of licenses and six revocations of license on 63 night clubs were handed out in the first ten months of 1945 as compared with 58 suspensions and two revocations on night club cases in the preceding 12 months.

## Gloria Jean Misses Chi Performances; Illness

Chicago, Dec. 11. Gloria Jean, headlining at the Oriental theatre last week, was forced to leave the bill Tuesday (4) night following an attack of ptomaine poisoning, recurrence of a similar happening the week before in Detroit. She missed two Tuesday evening performances and was out all the next day.

Starlet was placed under doctor's observation in her hotel. Her hospital spot filled at the Oriental by Orlie Franks, formerly of the Four Franks.

# Hilton Buys Palmer House to Become A Top Buyer of Nightclub Talent

**Joe Browning**  
here, back to vaudeville's early headliner days and wanders whether "Tomorrow's Vaudeville Is Being Cradled in Saloons As Was Yesterday's?"

an editorial feature of  
**VARIETY'S**  
40th Anniversary Number  
Out Soon

## KRESSMANN NEW PREZ OF SHOWMEN'S LEAGUE

Chicago, Dec. 11. Fred H. Kressmann, of the Barnes-Carruthers Agency, was elected president of the Showmen's League of America at the organization's 33rd annual convention. E. Lawrence Phillips (Johnny J. Jones Exposition Shows), is first v.p.; David B. Endy (Endy Bros. Shows) second v.p.; Robert Parker (W. D. Bartlett Enterprises), third v.p.; Walter F. Driver, treasurer, with 31,000 shares, still continuing as secretary for 18th consecutive year.

Meeting was climaxed by a banquet and ball at the Sherman hotel, proceeds to the league's hospital fund. Annual convention is held in conjunction with meetings held by the International Association of Fair & Exposition, the American Carnival Association and the National Association of Amusement Parks, Pools & Beaches each year at the Sherman hotel.

## 'Ice Follies' Smash \$95,000 in New Haven

New Haven, Dec. 11. "Ice Follies," which opened here in 1936 to a handful of customers, last week broke its nine-year record at the Arena when close to 31,000 payees jam-packed the spot for all nine performances in one-week stand (3-9). At \$3.50 top this meant an estimated smash gross of \$85,000. Walter Hadlich, general manager, who usually accompanies the outfit, is now in Pittsburgh readying the new "Ice Cycles." Latter bows at Champagne Jan. 4, then heads into Canada. Unit is set to play a string of spots not touched by the top ice revues. It's a smaller company than "Follies" and "Ice Capades." Von Egdy has taken over Hadlich's chores on tour currently.

In its four stands, Los Angeles, Chicago, New York, New Haven since starting out on the Coast in September, "Follies" has played to approximately \$60,000 in outlook. Goes from here to Hershey, Pa., for week of Dec. 11-19, lays off Dec. 20-24, then hits Philly for four weeks, Dec. 25-Jan. 19. Next ice show to play arena is "Ice Capades" Jan. 25-Feb. 8.

Chicago, Dec. 11. With addition of the Palmer House to the Hilton chain of hotels, announced Monday (10), Connie Hilton, president, becomes one of the biggest buyers of niterie talent in the country. Besides the Palmer House's Empire Room, he also operates the Coconut Grove, Ambassador hotel, Los Angeles; Grill Room, Roosevelt hotel, and Persian Room, Plaza hotel, New York, and Boulevard Room, Stevens hotel, Chicago.

This makes a total of 14 hotels in the circuit. Hilton paid \$50,000 for the Ambassador recently and the tab for the Palmer House is \$200,000. He announced that due to Chicago's "strategic and geographic" location, he will headquarter here.

**2 A. Hotels Sold**  
Hollywood, Dec. 11. Ownership of two hotels which have figures largely in the film business will change hands this week. Stevens Hotel Corp. of Chicago has bid \$20,000 for the Ambassador Hotel, and the Prince of Monaco is buying the Garden of Allah.

Guy Martin has joined the Clifford C. Fischer agency after a long sojourn in the Army.

# CAPPELLA AND PATRICIA

One of THE CRACK DANCE TEAMS NOW CURRENT ... THEY HAVE "CLASS" ... IN FACT THEY REEK OF IT ... THEY ARE SENSATIONAL By G. Holland.

## NOW HOTEL SHOREHAM WASHINGTON, D. C.

2d Holdover Until Dec. 15  
THANKS TO MAXINE LOWE AND HANS LEDERER



**LAURETTE and CLYMAIS**  
DANCE HUMORISTS  
Now Appearing CASINO ERICA  
Waltz the Ladies, Beach  
New York Address, MAY JOHNSON

*The Somewhat Different*  
*Charles Rolland*

Continental Troubadour  
Currently  
**TERRACE ROOM**  
Miami, Florida

**PAUL REGAN**

COMIC-SATIRIST  
Week Dec. 7, RKO KATHIE's, Boston  
Week Dec. 10, Capitol, N. Y. C.  
Week Dec. 26, Elks, Phila.  
Management: M.C.A.

# CHARLES TRENET SINGS

The famous French star **CHARLES TRENET**, is at present obtaining a tremendous success in PARIS, at the Music-Hall "LETOLE".



# Night Club Reviews

Glass Hat, N. Y.

turned Russe number, "Willi Bert" doing nearly on a Russian vocal. Clair Rees is in for some okay ballet stuff. Along with the group, clicks with a corking acrobatic solo, giving way to Stanley, who really handles "Grease, Doo-White Christmas," "Silent Night" and "Song of Songs" to top returns. Lady, who doubles as emcee, has to be just voice and personality.

Duffy ads return in "Winter Holiday," again humorously costumed, for simulated skating number that wins good money. For finale they come back for audience-participation number. Six males are drafted from audience. With rolled-up trousers and luminous-painted aprons they are put through high-kicking routines by gals, with winner awarded carton cigarettes. It's an old slant with the troupe.

Payson Re cuts a neat show and keeps floor crowded for dancing, with Nina's ball alternating for the Eli Morse.

## El Morocco, Montreal

Montréal, Dec. 11.  
Lok Saran, Laraine Kask, Barbra Coast Boas 121 Myrtle Lane (B) 1st Harley Orch. (14) 1:30 nite.

Lok Saran is doing a sock job in his debut at this spot. He may throw the odd naughty line, but he is in no way offensive. He is a real clever. But the real kudos are due him not so much for his act, as for the still, which he sells in fast, sock fashion.

## Original ROY ROGERS

Atomic-Comic

HELD OVER INDEFINITELY  
CASANOVA CLUB  
PANAMA

Thanks to  
COWES FAMILY

Panama City  
HARRY MATIANO

New York

Dir.: MATTY ROSEN—BEN SHANIN  
Paramount Bldg., New York

## Inside Stuff



"COMEDIAN'S HANDBOOK" analyzes top performer's style. Authoritative manual, complete with special comedy scripts and pertinent data. \$1.00

JULES & HENNY KLEINMAN

25-14-16 36th Road

Long Island City 2, N. Y.

but the way he m.c.'s the show, tying acts into a neat package.

Lovaine Kask does her act done with an original twist. She sings a ballad in a dash of ballet for solid returns.

The Barbery Coasters are favorites here. It's a noisy, raucous act, which is what the Gals 90's were. Their song material is sock—from "California, Here I Come" to plenty of old-time tunes to top the list. The ventriloquist takeoff seems to retard the timing a bit, but also gets solid returns.

Hal Hartley's boys do neatly in cutting the show. The Milton line is as decorous as ever. Laz-

## Ball, Miami

Miami, Dec. 7.  
Hal Fisher, Tito Coral, Onyx & Hal Fisher, Miami, Dec. 7.  
Dancing Yulet Orch (17); 1:30-52.

Completely refurbished, this Biscayne Boulevard spot debuted a new lineup in the way of shows, which clicked strongly with patrons.

Top act in the new revue is Hal Fisher, with fresh material and vocal solo. His drunk takeoff retunes to best-bill. Also socked with "Everybody Loves Me" and "Tito Coral clicks also with his vocalists.

Chen and Joy get over nicely with the crowd of comedy and hooding. Wangling in the way of shows, which clicked strongly with patrons.

Danny Yates orch cuts a neat show, considering short rehearsal period. His violinizing to some of Coral's songs also okay.

Capacity bit on opening night. Lary.

## Mark Hopkins, Frisco

San Francisco, Dec. 7.  
Henry King Orch. (14) socked with Blossom Lee vocalist. \$1 cover charge including drinks. \$2 Saturdays and holidays.

Moving back into the Peacock Court of this swank spot for the 18th consecutive year, Henry King orchestra drew capacity crowd.

Offering nice collection of tunes, some new, some old favorites, King's band keeps the dance floor packed.

But he knows his following like a book and hands it the kind of rhythms it does on.

Vocals by Blossom Lee are effective in large room; lusty voice gets across nicely. Datto Michael Barton, band tenor.

King's success is evidence that versatility pays off in Frisco. Good balance between sweet and fast novelty rhythms—dubbed BMT for "Business Men's Tempos"—will bring plenty repeat business in this dancing town.

## N.Y. Nitory Followups

Lon Walters, owner of the Latin Quarter, N. Y., walking in on the opening night (7) of John Kirby's orch the upstairs lounge of the Copacabana, N. Y., looked about the room, saw the heavy crowd and muttered "Pure profit—all drinks, no food—I'll bet it makes more money than the downstairs operation," and subsequently sat down to contribute to Monte Perros's income. Whether

## Sophie Tucker

observes 'there's the bees doing change' made in the films during her

## "40 Years in the Saloons"

an editorial feature of

VARIETY's

forthcoming

40th Anniversary Number

Walters' appraisal of the Cop's financial structure is correct, it must be conceded that it is doing in becoming a draw on its own with excellent values as the current Kirby orch, a worthy successor to the King Cole Trio.

Kirby's act, consisting of Bwana Kirby at the bass, Russ Progov, sax; Buster Bailey, clarinet; Freddy Webster, trumpet; Bill Brown drums and Sarah Vaughn, vocals, is probably one of the funniest, vigorous and literate juke. Muted instrumentation on standards such as Schubert's "Serenade," "Embraceable You" and "Night Whispers" make for a high degree of listening delight. In addition, Sarah Vaughn, on items as "Mean to Me" strikes heavy response from the crowd despite their pre-occupation with potables.

Further instrumental pieces by Dardanelle Trio in a holdover engagement. Cy Walters, pianist, is an added extra. He's been playing smart saloons for years and provides the right touch of contrast to the rest of the bill with full-bodied pianistic of Gershwin, "Warsaw Concerto" and pops.

The Greenwich Village Inn, N. Y., having invested \$1,000 weekly in the drawing power of Joan Barry, who was involved in a w.k. patently case, looks like it's getting full value from its expenditures. The gal is drawing them into the room. Further discussion of her artistic contributions comes under heading of New Acts.

No mention of her career on the floor, not even in jest, but the spots go overboard in its ad coupling her with her best known accomplice.

The entertainment values are left up to the rest of the bill including the holdover Johnny and George Negro piano and song pitter-overs. Joey Bishop (New Acts) and the top lures of Ernie Hayden and Wynn Selter. Both these terpers fill in excellently the production number and do applause winning routines on the floor.

The line of eight terpers and four showgirls, have some new routines and costumes. They're decorative fillers.

## "They definitely belong in the ★ Hall of Hits"

## THE SELDENS

In Their Very Amusing Juggling Act

HELD OVER

SHOREHAM HOTEL, WASHINGTON, D. C.

Thanks to MAX LOWE and HANS LEDERER

## and Jerry O'Leary

## WEEKEND

at the  
WALDORF

RADIO CITY MUSIC HALL

"An orchid to one of"

Walter Winchell

"Taps in town"

Dorothy Kilgallen

In the history of the Radio City Music Hall only three previous shows hold the distinction of having played 9 weeks or more: and now, a fourth success, "Week-end at the Waldorf." On stage, Bob Evans.

PERSONAL REPRESENTATIVE

EZ KEOUGH, 203 N. Wabash, Chicago, Ill.

## BERT FRANKMAN

CLOVER CLUB, Miami, Fla.

Featuring SAMMY STEPT'S Newest Ballad

"I FALL IN LOVE WITH YOU EVERY DAY"

By JIMMY DUPE—Published by Milt Music

"RED ROSES FOR MY BLUE BABY"

By SAMMY MYSELS, CHAS. MCGARTHY and BERT DOUGLAS

Published by SHAPIRO-HERNSTEIN

"DEAREST DARLING"

By DICK ROBERTSON

Published by ADVANCE MUSIC

"IN THE LAND OF BEGINNING AGAIN"

By GRANT CLARKE and GEORGE MEYER

From the Picture "THE BELLS OF ST. MARY'S"

Published by LEO HEIST

"PUT THAT RING ON MY FINGER"

By SUNNY SKYLAR and RANDY RYAN

Published by ABC MUSIC

"DID YOU EVER GET THAT FEELING IN THE MOONLIGHT?"

By JAMES CAYANAUGH, IRA SCHUSTER and LARRY STOCK

Published by PAUL-PIONEER

"I'M GLAD I WAITED FOR YOU"

By JULE STYNE and SAMMY CAHN

From the Columbia Picture "TARE AND SPARS"

Published by SHAPIRO-BERSTEIN

Special Material by MILT FRANCIS





# There's That Booking I am Again! Good Things Seen on Their Way

Some successful new shows have, lately arrived on Broadway but the fare figures to be considerably bolstered by premieres this morning and January. There are at least 24 attractions listed for possible entry on the list but comparatively few have been definitely booked. There are 32 shows playing, currently, and where and how most of the new attractions will be booked may develop into the worst booking headache in years. There are only a few dark houses at this time, and while some moderate grossers will drop out most of the holdovers will stay indefinitely.

Around 50% of the new shows due within the next six weeks take theatrical or playing 12-week dates. Several in the latter category are rated good things, and although some of the recent arrivals there were shows similarly regarded out of town but flopped here, the advance information appears to be accurate. Reflecting the crowded condition along Broadway is the fact that out of less than four shows slated to bow in during December, but without announced theatres.

The opening of this month was "The French Touch," delayed until Saturday (8) because Brian Aherne had to go for several days to London. A French recently. This week "Dream Girl" will relight the Coronet Theatre's "The French Touch," which will bow into the Columbus Circle Theatre, the Columbus Circle Theatre, the Columbus Circle Theatre, and "Brighten The Corner" will be parked at the Lyceum. Following "A Scheme of a French," which folded Saturday, "Would-Be Gentlemen" (Bobby Clark), also this week, will bow in the Columbus Circle Theatre, and "Billion Dollar Baby," which Boston is going for in the same way, is due at the Lyceum, Dec. 21. Following week the card calls for "Dunnington's Daughter," comes to the Barrymore, but "Murder Without Crime" (erroneously announced for the Golden), "A Joy Ride" (which is being played by the same supposed Christmas arrivals, though sans definite bookings.

The show of 1945 is "The French Touch," which is known as "Love in France" in England, while without announced berths are "The Winter's Tale," "Portrait in a Room," "Yesterday," "The Joyous Season," "Nellie Bly," "The Duchess Mischief," and others, some of which have not gone into the theatre yet, but because of the indicated booking. Jan. However, a revival of "The Desert Song" is definitely booked for four weeks at New York City Center starting Jan. 8.

## TREASURERS CLUB NETS 116 AT 'RUTH' BENEFIT

Treasurers club benefit performance of "Dear Ruth," Miller, N. Y., Dec. 2, had net proceeds of over \$11,000, approximately \$10,000 of last year's event. Most of the earnings were derived from the souvenir program, which, according to the club, netted \$12,000, while the net from the show will virtually pay for printing the book.

Club has more than \$100,000 in its treasury. Reason for the increase is that the organization has lost no members through attrition in the past two years, club being a fraternal outfit which provides for sick and death benefits.

## Sadler's Wells Ballet

May U. S. for Huruk  
With Trudi Schopp and her company, already signed for Sol Huruk for an American tour next season. Impresario is also mulling plans for bringing over an English dance group, the Society of the Ballet, next year.

## Arthur Hopkins

recalls

## A Memory of

Edwin Booth

in

VARIETY'S

40th Anniversary Number

Out Soon

See Moss Getting Pay

As Many Theatre Aide

After License Job Ends

Indications are that Dave Soden of Brooklyn will be appointed successor to Paul Moss in \$10,000 per year job of N.Y. License Commissioner when William O'Dwyer becomes New York's mayor New Year's day. Moss will remain managing director of the City Center theatre, but up to now that post has been on a non-salaried basis and it is not expected he will handle the affairs of the municipal shop indefinitely unless the board provides for compensation.

Center is under lease to a corporation in which some current administration leaders are officers, but with William O'Dwyer, who has been signed a contract for a radio program to be sponsored by Liberty Square, \$125,000 per annum. He is said to have suggested that O'Dwyer replace him in the Center theatre. House, formerly Mecca Theatre, was taken over by the city in default of taxes several years ago. Center is booked with attractions through the winter, the policy limiting the prices of tickets to \$2.40 top.

Final adjudication of the Aeme street agency case still pending and will not be ruled on until Moss returns from the license bureau. He revoked the license last spring but even among the agency has operated without interruption.

Change of managerial intentions will keep "Spring in Brazil" lighted, because of the large number of players in the musical. Equity agreed to a layoff of two weeks after the current engagements in Baltimore.

"Brazil" is slated to relight at the Great Northern, Chicago, at Christmas. That booking was dropped after "The Passing Show" had been assigned to the Rialto theatre.

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## Small's L.A. Lease Nixed

Superior court cancelled Paul Small's lease on the Mayan Theatre and ordered the property, restored to its owner, Mayan Theatre Corp. Lease was for one year with an option on another.

House will be remodelled and adopt a new policy, utilizing the stage plays. Ted Crane and Paul Schrader, who will run the theatre for the corporation.

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Comic Jack Goode From

'Song,' Pact Wrangle

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# L'Affaire Fay Reaches Climax This Week at Equity Meeting in N. Y.

## J. C. Nugent

has some sage advice on

## 'Actors' Behaviorism

on editorial feature of

VARIETY'S

40th Anniversary Number

Forthcoming

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Suit to enjoin















# See Here, Ex-Sgt. M<sup>c</sup>Kinley,



After your discharge in November we thought you'd  
right back into action...Instead, you decided to take a vacation...

You had your reasons, of course...There was that long  
period overseas with the Glenn Miller Army Airforce Band...And you  
had your eye on some of the musicians who will not get out  
of the service until after the first of the year...

We picked up a 'phone...Explained you weren't available  
'til February...In less than two hours had you booked for six  
months, solid—and you still don't have a band!\*

Take it easy, Mac...Keep absorbing that nice, healthy  
California sunshine...You were absolutely right...There isn't a darn  
thing to worry about...

\*  
Feb. 21—COMMODORE HOTEL, N. Y.—8 weeks  
Thanks to Martin Sweeney  
May 10—STRAND THEATRE, N. Y.  
Thanks to Harry Mayer  
June 4—MEADOWBROOK, N. J.  
Thanks to Frank Dailey

# Ray M<sup>c</sup>Kinley and Orch.

Under Exclusive Management of  
**WILLIAM MORRIS AGENCY, INC.**  
EST. 1878  
NEW YORK • CHICAGO • BEVERLY HILLS • LONDON

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VOL. 161, No. 2

NEW YORK, WEDNESDAY, DECEMBER 19, 1945

PRICE 25 CENTS

# 'FREE' LIBERATED NATIONS

## U. S. Film Distribution in Germany Snafued; Krauts' 'Choose' on Pix

Berlin, Dec. 18. United States pix distribution in American-occupied Germany zones is proceeding at a disappointingly slow pace, with much to be done before setup equals anything like American conditions for smoothness and efficiency.

For one thing, Army "channels" slow things up. Unsettling conditions are another factor. Transportation is a problem, both for personnel and for prints. Difficulty of setting meetings between reps of the four powers on interchange of films is another obstacle. Progress, however, is being made, though slowly, with the hope expressed in official circles that the "snags" can be ironed out eventually.

Taste of German audiences is being tested. Something of a premium, however, were raised to "Corvette K-225" (U) and "Action in Heat" (Continued on page 22)

## Merrill, \$10 Clubdate Couple of Years Ago, In Sock Met Up Bow

Robert Merrill, who just couple of years ago was working \$10 and \$20 club dates, in addition to having been on the "social staff" at Grosinger's in the Catskills, made a smash debut at the Metropolitan Opera House in "La Traviata" last Saturday night (15). He played the part of the elder Germont, opposite Licia Albanese, as Violetta, and Richard Tucker, who portrayed the younger Germont.

The 36-year-old baritone, who's under the management of Me Gale, last season won the Met Auditions of the Air. He received from good to excellent reviews in the New York Times on his Met debut.

Merrill seemed to be at unvarnished in his preem performance, and his voice particularly was robust and even, remarkably so for a newcomer to the Met. His acting was understated at the beginning of the performance, but picked up thereafter.

**Molly Picon Would Go Abroad to Entertain DPs**

Hebrew Actors Union and the American Jewish Labor Committee have written the State department requesting permission to send Molly Picon and Jacob Kalich to entertain Jews who have survived Nazi persecution in Europe. Both organizations will underwrite expenses of the tour, which is expected to begin some time after the New Year.

American Jewish Committee is now in correspondence with the State Dept. requesting visas and permission to visit countries such as Poland, Germany and displaced persons camps throughout Europe. "Miss Picon (Mrs. Kalich) have been abroad prior to the war and are well known there. It's felt that free concerts would help lift the morale of the survivors.

**Promotion-Happy**

Hollywood is promotion happy these days. Every agent has a package deal and every promoter a new film company.

Seems like the money-men have suddenly discovered the film business.

## European Bids for U.S. Concert Maestros And Musicians Growing Hot

Trend of American longhair musicians to Europe is starting, with Continental impresarios cabling wildly for talent. Requests cover instrumentalists and conductors—few vocalists.

Of conductors, Otto Klemperer will definitely go to France and Italy in April. Eugene Ormandy has been requested for Paris and Rome for next summer. Leopold Stokowski, Pierre Monteux and Serge Koussevitzky also have been approached. Monteux is anxious to revisit France for oldtimes sake; Koussevitzky is not likely to go.

Columbia Carters has just signed Stokowski for all radio and European engagements, maestro leaving shortly for a tour of Latin-America as guest, returning to U. S. in March.

After summer concerts in Hollywood Bowl he plans going to Europe.

## FLU HITS HOLLYWOOD; 292 ON THE SICK LIST

Flu epidemic is rampant in Hollywood's film studios and claimed a total of 292 casualties in all categories of employment. Hardest hit was 20th-Fox, with 52 on the sick list, including Anderson Lawler, producer; George Seaton, producer-director; and Rex Harrison, star.

Metro reported 48 flu sufferers, Republic 41, Warner 29, RKO 28, Paramount 29, Columbia 15, Monogram 12, General Service eight, PRC six, Universal four and Goldwyn three.

The picture industry throughout the country is the nearest to being seriously crippled that it ever has been as result of the nationwide epidemic of pneumonia, flu, gripe and common colds which at the same time is being reflected appreciably in the grosses at the film theatres.

Normal operations in film homes, offices, exchanges throughout the country and theatres are nearly sub-zero in some instances, since so many persons are laid up at the present time and may still be out over the holidays, busiest time of the year for theatres and exchanges. Managers of the latter are frankly worried as to how they will be able to maintain operations in the face of decimated staffs, especially since the holidays fall badly this year.

## U.S. FOREIGN BIZ TREBLES PRE-WAR

Potency of U. S. pix industry is being proved, with reports coming in from liberated countries. Biz in the first three months for most countries has exceeded grosses of the entire 12 months preceding Pearl Harbor. Situation has been the same in such places as the Philippines, France, Belgium. Results have differed only where peculiar situations have prevailed.

In Norway and Denmark, for instance, local restrictions have proved an impasse. In Singapore, biz is rationed, first by electric power situation, and second by local law which every other week provides that a different American or British distributor's product go into a key theatre, thus preventing long runs.

Value of biz is also illustrated by fact that 24 hours of a liberation, in Singapore or Philippines (and even Tokyo), a commodity like films and already moved in. Films bridged a four or five year gap, and liberated peoples reacted accordingly. Biz in first flush has been enormous, according to foreign distrib reports.

## Tallah's Payoff Brush to Gambler Chiz Has Kickback

Chicago, Dec. 18. Tallulah Bankhead paid off \$300 last week to a Milwaukee gambling syndicate to which she had earlier given a blank check, later stopping payment on it when \$1,000 was inked in, instead of the \$100 she owed.

Nate Gross, Herald-American columnist, broke the story Friday (14), pointing out that "after her frantic pleas for protection" from the gamblers she was provided with a police bodyguard's Bureau, who denied she had asked for one, wiring Gross that "bodyguards went out with only her and she."

(Continued on page 22)

**Shumlin's 'Jeb' Makes 3d Negro Drama on B'way**

Herman Shumlin's production of Robert Ardrey's "Jeb," which goes into rehearsal Jan. 7 for a Feb. 20 N. Y. opening, will make third Negro drama on Broadway this season, other two being "Strange Fruit" and "Deep Are the Roots." Shumlin will direct, with Jo Mielziner doing sets.

Cast will be Steve Negro, with Ossie Davis, young Georgian-born Negro, just out of Army after four years, signed for lead role, in his first professional appearance.

**NO CASH LIKE HOME**

Hollywood, Dec. 18. Housing is causing more trouble than salaries when film producers discuss with actors to come to Hollywood.

Dudley Digges, recently inked by Hal Wallis, refused to sign the papers until the producer guaranteed suitable living quarters.

## Anti-Trust Suit Threat to Par's Video Empire, Largest in Country

**Popular Atomics**

Simplified version by Danny Kaye, who heads up the Friday night Pabst show on CBS, of what atomic fission means as a threat, has been increasingly quoted since he made it at Madison Sq. Garden rally, said Kaye.

"I'm an actor; and if I hear that another actor can push a button, and my teeth fall out—I want to know about it and do something about it."

## Gangland Warfare For Jukebox Biz Control In Chi Blamed in Murder

Chicago, Dec. 18. "Underworld warfare for control of jukebox distribution," which centers in Chicago, was blamed by the Chi Crime Commission last week in the murder of John Kowalski, Jr., 38-year-old newcomer to the field. Police started an investigation of the business as Kowalski lay dead in the County Morgue, slain by two masked gunmen.

Kowalski was fatally shot while repairing one of the tune-makers in a west side tavern. Part owner of the Ti-Tone Electrical Maintenance Service, he had recently expanded into the jukebox ops' territory.

Virgil Peterson, operating director of the Crime Commission, said that numerous complaints have been registered in the past year that legit jukebox ops are being pushed out by organized gangs. Kowalski, whose plant was bombed last July, and who refused at the time to give police any info, had a police record himself, dating back to 1932.

Paramount's entire projected television empire, which would be the largest in the country, has been endangered by the Justice Dept., suit filed in New York (Times) charging a world cartel and domestic monopoly in handling the Phonophony process in theatre video, and the home television receivers.

FCC contacted the Justice Dept., here Monday (17) for copies of the complaint and other documents in the anti-trust suit, in connection with the existing Babylon & Katz video station in Chicago, and the applications for other stations for Television Productions, Inc. (wholly owned subsidiary); Allen R. Belmont Laboratories (50% controlled by Paramount); and two individual applications by theatre chains in which Paramount holds minority stock interests.

One FCC spokesman said if the (Continued on page 22)

## Roxy, N.Y., Books 1st English Act Since Hitler & Co. Bowed Off

First vaude importation to this country since the end of the war has been set for the Roxy Theatre, N. Y., to open around the end of January with the stagehouse topped by Carmen Miranda, Woodrow, an English juggling novelty act, has been signed, and is expected to arrive by that time.


"Film will be 'Fallen Angel'."

**'Ah, Wilderness' Musical**

Hollywood, Dec. 18. Arthur Freed is set to produce a musical version of Eugene O'Neill's "Ah, Wilderness" with Hagar Warren signed to do the music.

Play was produced in New York by the Theatre Guild in 1935, with George M. Cohan starred, then done as a film by Metro in 1935.

**FOR TELEVISION**



The Hour of Charm

All-Girl Orchestra and Choir

Conducted by Phil Spitalny

10th Year on the Air

Sundays, 10 P. M. E.S.T. NBC

EVELYN and Ted Hope, Writers







# World Premiere

## CHRISTMAS WEEK

NEW YORK—LOS ANGELES  
SAN FRANCISCO—CHICAGO  
KANSAS CITY—DETROIT  
PITTSBURGH—ST. LOUIS  
MILWAUKEE—INDIANAPOLIS  
DENVER—RICHMOND  
LOUISVILLE—HARTFORD  
NEW HAVEN—WORCESTER  
AND SPRINGFIELD...

*The Boxoffice Achievements  
of These Engagements  
Will Irrefutably Prove*

THIS IS THE BIGGEST  
MONEY PICTURE  
EVER RELEASED

by **20** Century-Fox





DARRYL F. ZANUCK

*Presents*

# Leave Her to Heaven

*By Ben Ames Williams*

IN TECHNICOLOR

GENE

CORNEL

JEANNE

TIERNEY · WILDE · CRAIN

VINCENT PRICE

Mary Philips · Ray Collins · Gene Lockhart

Reed Hadley · Darryl Hickman · Chill Wills

Directed by

Produced by

JOHN M. STAHL · WILLIAM A. BACHER

Screen Play by Jo Swerling · Based on the Novel by Ben Ames Williams

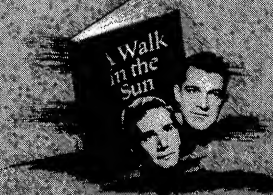
THE DRIVE WITH A HEART! MARCH OF DIMES! JAN. 24-30











# LOOMING ON THE HORIZON

A PICTURE WHOSE BOXOFFICE  
GREATNESS WILL SHINE GLORIOUSLY  
BESIDE THE INDUSTRY'S  
PROUDEST ACHIEVEMENTS!

## A WALK IN THE SUN



A LEWIS MILESTONE PRODUCTION



THE DRIVE WITH A HEART! MARCH OF DIMES! JAN. 24-30

# Competitor Feared From Army in 16mm. Field As Plan to Dump Surplus Looms

Chicago, Dec. 18.—The 16mm. film producers will soon find themselves in competition with a new group of distributors and exhibitors if bill now before Congress, covering disposal of surplus Government film, goes through.

With war's end and the present time, the Signal Corps grants have been lending film titles to various groups and church organizations. One of the big distribution markets for 16mm. products, with the stipulation that no admission charge for bond drives, Community Fund, Red Cross, etc.

Exactly how much the wholesale release of these films will affect the 16mm. industry as a whole is unknown as yet. It is expected that the bill will follow the usual channels of surplus property distribution, being sold by designated agencies to exhibitors who, in turn, will either rent or sell them as part of their regular libraries. Should a squawk develop, a clutch that comes from the distributors, who would like nothing better than to build up their catalogs with new titles, which are usually well-made, at a comparatively nominal cost.

Producers on the other hand, are likely to find themselves in orders for film that would duplicate the output of their producers. They have an airline plans to have one of the studios produce a maintenance plane training film for the Army, or aircraft repair, they will have at their disposal for purchase or rental, the Army Armed Forces, covering the same subject, thus saving the expense... but depriving producers of the surplus revenue. Service first-aid and hygiene films will supplement institutions such as the Red Cross first-aid pic, but they will also take the place of training pic which might otherwise be subsequently ordered by other companies.

## MPFDA BECOMES MPAA BUT NO GEN'L SHAKEUP

The Mays office officially changed its name last week at the December meeting of the National Picture Producers & Distributors directors but contemplated changes in personnel at the N. Y. office were not announced. Directorate also eked a considerably upped budget for 1946, but the Mays office was not covering the year ending last Nov. 30. The MPFDA now is National Picture Producers & Distributors, Inc., tax previously forecast.

Under new alignment, Byron Price, president of MPAA, soon will move headquarters on the Coast. Eric Johnston, association's press, plans to be in Hollywood early next year when he acts up quarters as head of the State MPAA office. Also under new changes, Kenneth Clark, who was MPFDA public relations chief in N. Y. before going into film, will become director of public information and relations. MPAA, with headquarters in Washington, will have Debra continued in charge of this work. Kenneth Clark was in N. Y. yesterday (Tues.), but took up active duties in Washington.

Johnston, now on the Coast attending to matters connected with the business interests of the industry, then to Washington for the holiday. Then, following the custom of Will Hays, long head of the industry, he will go to Hollywood early in January on his annual winter visit. Mays' directorate, however, will be in New York as director to represent Warners in the association. He takes the place vacated by the late Harry W. Brown, long on the board of directors. Edward Small was made personal rep of Reilly, who is in the request of that company. In place of Harry M. Gantz, directors are based on changes in official names for member companies. Samuel Goldwyn becoming Samuel Goldwyn P. Productions, Inc., and Edward G. Golden Productions, Inc., becoming Golden Pictures, Inc. George Borthwick was made assistant secretary of this title. Carl Mitchell is secretary of the and general manager. In N. Y. office, James S. Howie was made assistant treasurer, to be stationed in Hollywood.

## UA Hypos Spanish Dabbling

Hollywood, Dec. 18.—Spanish dabbling of picture for United Artists release will be increased, as result of instructions by Walter Goulet, foreign sales chief, following a survey of Latin-American picture market.

Next film to be dubbed will be Hunt Stromberg's "Young Widow." Three features, "Spellbound," "The Sign of the Cross," and "White Ship," have been translated and are now in the laboratory for processing. Two more, "Delightfully Dangerous" and "I'll Be Seeing You," have gone through the lab and are now awaiting distribution.

## Confab by U For Foreign Sales

Joe Seidelman, president of Universal Films International, will stage a U foreign sales conclave in Los Angeles at the Hotel Ambassador, during the first week in January. He will be joined by South American branch heads come to L. A. Seidelman leaves for the Coast Jan. 4 for a four-week period, before returning to his post in New York. Blumenthal, J. Cheever Cowdin, he had sat in on the new United World Pictures setup, embracing J. Arthur Rank and International Pictures (Leo Spitz-William Co.).

The Universal foreign film head points to the recent manifestation of restlessness in the picture business as a healthy sign. These changes of new enterprises, along with branch heads come to L. A. Seidelman is making the "Brotherhood" short for the NCCJ drive, also being stage a Hollywood Bowl festival which he hopes will be broadcast for widest possible impact.

In another aspect it's manifested by the wave of nationalistic feeling all over the world. The British are restless—they want to buy into the international film markets. The sundry other nations are breaking out in feeling that their orbits have been stifled.

Seidelman feels that much good for a lot of people will result from this new upsurge of mergers and new enterprises.

## OPEN REVOLT VS. BERGER BECAUSE OF HIS BLDG.

Minneapolis, Dec. 18.—North Central Allied members are in revolt against Benji Berger, president of independent exhibitors' organization. At his recent meeting in Minneapolis, Berger had annoyed him and unsuccessfully sought his resignation because he and his son, Max, must maintain a residence permit to build a new neighborhood theatre although organization forbids it. Berger, who is now in Minneapolis theatre construction. Petitioning the mayor and city council to force Berger against independence of more permits. Angry members accused Berger of "turning tourist" and acting in defiance of the body's wishes.

## Horwin Handling Legits For Agent Nat Goldstone

Playwright Jerry Horwin has signed with Nat Goldstone agency on the Coast to handle all of his work. Present indications point to Broadway. Horwin will also work on the agency's package deals, such as "The Sign of the Cross" and "White Ship," which he has been lined up with Leopold Stokowski, and others. Horwin sold to Paramount last week, entitled "Voyage," which he wrote in collaboration with Boyce G. Garry, recently. The Army Garry was formerly one of Hollywood's top scripters when teamed with his cousin, Robert Drown. Present indications point to Ray Milland, Joan Caulfield, Virginia Field, and Don DeFoe taking the lead in the film, with "Lure" slated to handle production. "Lure" is an unusual industry lunch table Friday (14) at the Hotel Astor, N. Y., under auspices of the Amusement Division of the National Council of Christians and Jews, which was highlighted by the first general film industry address of Eric Johnston, president of the Motion Picture Assn. of America. Other speakers were David O. Selznick, who arrived from the Coast just in time for the luncheon; Frank Sinatra, who was awarded a scroll for his work in tolerance; and William F. Rodgers, vicepres. of Loew's, who toastmastered in place of J. Robert Rubin.

# Exhibits Mustn't Sluff Off Tolerance Shorts, DOS Tells NCCJ Lunch

An unusual industry lunch took place Friday (14) at the Hotel Astor, N. Y., under auspices of the Amusement Division of the National Council of Christians and Jews, which was highlighted by the first general film industry address of Eric Johnston, president of the Motion Picture Assn. of America. Other speakers were David O. Selznick, who arrived from the Coast just in time for the luncheon; Frank Sinatra, who was awarded a scroll for his work in tolerance; and William F. Rodgers, vicepres. of Loew's, who toastmastered in place of J. Robert Rubin.

Johnston, somewhat "on trial" before the more than 700 industry folk assembled, including many top executives, made a fine impression with a prepared address which was voted a worthy document for reading and as declaration.

It was a stirring, literate talk, a fine climax to a lunch meeting which Dr. Everett Ruess, president of the NCCJ, headed, and which Dr. Clinchy utilized to accent Johnston's address. The NCCJ has \$4,000,000 goal this year. Among the special donors are: David O. Selznick, \$5,000; Samuel Goldwyn, \$2,500; William Goetz, \$1,250.

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## MENZIES HAS NOTHING TO PRODUCE, EXITS RKO

Hollywood, Dec. 18.—William Cameron Menzies has withdrawn as producer-director at RKO and checked off the lot. Menzies was to have directed "The Lawless" for producer Lew Brown. But film was called off and no property was ready at the time his deal expired.

Menzies RKO is looking for another vehicle to call him back to produce and direct it.

## Buddy Pans Color Jobs

Hollywood, Dec. 18.—Charles Bruders' RKO is currently linked to produce six streamliners for United Artists release, will make one or probably two more. Currently Rogers is shopping among the various color processes. But film was called off and no property was ready at the time his deal expired.

## Blumenthal Back at Par

Hollywood, Dec. 18.—Richard Blumenthal has returned to Paramount after a year at Columbia by producing out of his own pocket. Producer is now preparing several properties to work under his new title.

## Sidney Skolsky Has an amusing story on "The Movie Formula"

"10 easy reading minutes"

an editorial feature of

## VARIETY'S

40th Anniversary Number to be out soon

# Weltner Gabs Par's European Plans, Tells of Moves to Lam Svensk Curb

## AAF Film Unit to Denver

Hollywood, Dec. 18.—Removal of the Army Air Force Motion Picture Unit from the Hal Roach Studio to Lovett Field, near Denver, starts this week, with all military equipment and personnel slated to be off the lot Dec. 31. The removal of the studio's AAF will not be official until the Army Engineers take an inventory, which will require several weeks after the first of the year.

## French Bankers' Caution Curbs Pix

Paris, Dec. 18.—French pix producers are being startled because of caution of French in advancing funds. Lately are holding off making loans on grounds they don't know what will result in eight months when the finance markets. Pix today cost from 25 to 40 million francs a picture being worth 200 million francs (about \$100 million American) to produce. Although on inflated basis, they're making money on picture production standards and are not. What the future picture is, no one knows. And everyone's producing. Another startling factor is the bankers' insistence on a cut in foreign exchange.

## WB SEES FIRST RINGS IN ALL BIG S.A. CITIES

Warner Bros. expects to have first-run theatres in every major city in South America within the next few weeks. Wolfe Cohen, Warner's international vice-president, revealed Monday after release of a three-month survey of South America, Mexico and the West Indies. That's where the Warners are showing show-windows in that territory. Company will lease or buy already existing theatres, Cohen explained; but will build where necessary. Cohen described Brazil's picture business as booming, stating that he will use 1,000,000 over four years ago. Warners plan opening branch office in Rio de Janeiro, Brazil, and Colombia, and will move its main office for that country from Cali to Bogota. This gives the company four offices there, since a branch office will be related at Cali.

## 'Ex-Service Show' Folds In Canada After 3 Weeks

Ottawa, Dec. 18.—Hughie Green and Robert Tutin, organizers of Canada's "Ex-Service Show," stage replica of the latter's "The Sign of the Cross" and "White Ship," which he has produced, and the show's fold in Ottawa last month after only three weeks. All were played in Ottawa, Green said. Ex-air-force men, lauded the cast took early cuts to play the Ottawa.

Although the show started out with a pit bid, it used only its piano tent in the capital but then, according to organizers, \$75 to stand in musicians "who didn't come near the hall. Ottawa police charged usual \$20 for the permit to show, levied on all out-of-town companies.

## De Toth Sees 'Strangers'

Hollywood, Dec. 18.—Andre De Toth will direct and Merle Oberon will star in "Strangers," to be produced by Sam Bischoff from a story by George Zuckerman and Ivan Tros. Currently Bischoff is producing "The Day After Tomorrow," but will release out on "Strangers" is still undecided.

## Muchnick's Honor

Li. Col. George Muchnick, former executive officer, Army Pictorial Service, received the Legion of Merit Friday (14) at a ceremony at the Signal Corps Photographic Center, Long Island, N. Y. Muchnick is now administrative assistant to Arthur M. Loew, prez of Loew's International.

Paramount will go in for foreign theatre building when conditions permit, planning also to dub pictures in those European countries that it did not. The war was a big factor in this. In addition, this plus a detailed summary of conditions in the British Isles, was given by the director of the studio's international press, in N. Y. last Friday (14), after returning from six weeks abroad because the housing situation, which must be looked after first, is so bad. Par had three theatre trips to post-war Belgium before the war, and all are now operating. Welton, who made several trips to post-war Belgium with Robert Schless, European chief for Par International, was amazed at the fine condition of the Paramount theatre in Paris, which he said was ravages. It's still a showplace in the French capital, he said.

Welton was not optimistic over the possibility of any new theatre construction because the housing situation, which must be looked after first, is so bad. Par had three theatre trips to post-war Belgium before the war, and all are now operating. Welton, who made several trips to post-war Belgium with Robert Schless, European chief for Par International, was amazed at the fine condition of the Paramount theatre in Paris, which he said was ravages. It's still a showplace in the French capital, he said. The American film companies now are negotiating with the State Dept. to overcome harsh restrictions on film exports to Denmark. While these are in progress, no U.S. pictures are going commercial in Denmark. In the negotiations between the State Dept. and French government officials, the U.S. has been told that the Balkan area of Europe is still under military control. However, progress is being made by American companies without government regulation, in Italy and Colombia.

Romania is under Russian control, and its status for American films is in doubt so far, Welton explained.

The Quota Describing the British enterprises in the film business, of Great Britain, Welton observed that the British film is going to help hold the gains made in the past few years. They have in that territory. While the quota for exhibitors might be increased, the Warners are not sure it passed in 1948. Welton was doubtful if that of U. S. distributors would be in a position to be indicated, is that the British are no reason for forcing American companies to make more money in Britain, thereby furnishing more competition for British product, if the manner in which they are carrying on after what they have been through.

Welton pointed up the fact that U. S. distributors benefit from only a relatively small portion of total gross collections at Britain's theatres described as American films recently in the House of Commons. From an annual gross of about \$400,000,000 at British theatres, Great Britain's share is nearly \$324,000,000. About \$185,000,000 of the gross finds its way to the U. S. exhibitors, explained, at least 75% of which comes from exhibition of U. S. pictures. The Warners are one of the individuals in 273 theatres and professionals who derive their incomes from "the picture business." The U. S. screen personalities in their casts.

Welton stated that the plan for Hal Roach to produce a picture in England as soon as studio space becomes available still is in effect. So-called "quota" picture business is under way as far as Par is concerned, with David Niven here to star in "The Day After Tomorrow." Par's British film, headed by Culver, is titled "To Each His Own Country," which is being produced by DeHavilland and John Lund. Paramount productions made in London are being made in England. The U. S. screen personalities in their casts.

## ZIMMERMAN BACK AT M-G

Sgt. William Zimmerman, ex-Army aviator, is back in the picture business, directing English versions of pictures piloted by Loew from new available foreign product.

# RING OUT, For Great Radio SWEET

"Leo McCarey, who made 'Going My Way' the outstanding film production of 1944, has repeated his success with 'The Bells of St. Mary's.'"

—Kate Cameron, N. Y. Daily News

"Inspiring, in the correct sense of that word. It is a picture to be welcomed in this Yuletide or any other season."

—Howard Barnes, N. Y. Herald-Tribune

"When you leave Radio City Music Hall you will have tears in your eyes. They will be tears of happiness, of triumph, of good will . . . 'The Bells of St. Mary's' must appeal to all. It is a classic!"

—Lee Mortimer, N. Y. Daily Mirror

"A very superior piece of entertainment . . . one of the year's most satisfactory movies."

—Alton Cook, N. Y. World-Telegram

"Pictures like this lend hope for the new world of understanding, of charity and humanity and love for your neighbor. It makes you unashamed of honest tears."

—Elsa Maxwell, N. Y. Post

"Has a fresh, engaging quality . . . a grand picture for the holiday season."

—Eileen Creelman, N. Y. Sun

"A thoroughly enjoyable production . . . simple and appealing as to story and excellent as to performances."

—Rose Peliswick, N. Y. Journal-American

"Last year's Academy Award winners come again to their public under auspices comparing directly to 'Going My Way' and the comparison — sure to be argued by all the millions of fans there are — favors 'The Bells of St. Mary's.'"

—Motion Picture Herald

"Boff box-office for all situations . . . Packed with scenes that tug at the heart and loose the tears."

—Variety

Rainbow Product

## Bing CROSBY

## LEO McCAREY'S "THE BELL" OF ST. MARY'S

with HENRY TRAVERS • WILLIAM GARGAN • Ruth DONNELL

Produced and Directed by LEO McCAREY



# City's Greatest Holiday Attraction!

## 'THE BELLS'

"From every perspective stacks up as an extended-run, capacity business, hit-of-the-season exhibition event in every theatre fortunate enough to proudly blazon its title from the marquee." —Box Office

"Beyond all question and with every doubt removed, 'The Bells of St. Mary's' is destined to be one of the great money-makers of the current season and a champion among the greats in latter-day industry history." —Motion Picture Daily

"Leo McCarey has scored again with a film that is one of the high points of the year . . . Bids for top honors . . . Should prove box-office triumph." —Film Daily

"Will land in year's top gross brackets . . . Has dramatic ending that will leave audiences with a lump in their throat . . . A money show." —The Exhibitor

"Should be gladsome, welcome news to every motion picture exhibitor, everywhere." —Hollywood Reporter

"Leo McCarey has done it again with smiles and tears in 'The Bells of St. Mary's.'" —Daily Variety

"One of the notable productions of this or any season." —The Independent

"Rates tops." —Film Bulletin

"Another triumph for the star and director of 'Going My Way' . . . Medals for best performances to Bing Crosby and Ingrid Bergman . . . A great big hit."

—Louella Parsons' Broadcast

"The best motion picture of all time."

—Jimmy Fidler's Broadcast

"A great motion picture for all persons, all kinds, all creeds, Superb, beautiful entertainment . . . Has everything to make it one of the top grossers of this or any season."

—Showmen's Trade Review

ic. Presents

## ★ Ingrid BERGMAN "THE BELLS OF ST. MARY'S"

Cast: Joan CARROLL • Martha SLEEPER • Rhys WILLIAMS • Dickie TYLER • Eric O'CONNOR  
Story by DUDLEY NICHOLS • Screenplay by Leo McCarey

Released through





# HOLIDAY GREETINGS

As the year Nineteen Hundred and Forty-five draws to a close—with the curtain of war lifted, to again reveal a blessed Peace—we take this opportunity once again to greet our fellow-members of the motion picture industry, in the happy spirit of peace-filled Holidays.

We salute the industry as a whole, for its tremendous energy and glorious achievements in the war effort.

We commend, with proud hearts, the perseverance and ingenuity with which YOU, our friends and business associates, met each unsurmountable task, and conquered.

With deep gratitude for your continued faith in our organization and its principles, we extend a sincere wish for a Joyous Holiday Season, and a New Year, filled with Happiness and Prosperity for all of you.

*The Prize Baby*

NATIONAL *Screen* SERVICE  
PRIZE BABY OF THE INDUSTRY



# I thank WARNERS for MY Reputation!



**TRADE SCREENING JAN. 7th OF BARB  
YOU MUST SEE IT TO APPRECIATE HO  
STANWYCK SHOW! WE URGE YOU  
ENTHUSIASM OF EVERY ONE OF US**



The Drive with a Heart! MARCH OF DIMES (Jan. 24-30)

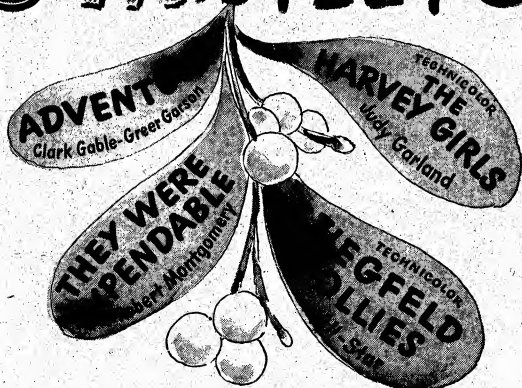


Jack L. Warner, Executive Producer

**ARA STANWYCK IN "MY REPUTATION"! W FAR IT GOES BEYOND ANY PREVIOUS TO DO SO, SO YOU CAN SHARE THE WHO WERE PRESENT AT THE PREVIEW!**



# M★G★MISTLETOE!



A very M-G-Merry Xmas!





"A stirring swelluloid...makes a perfect three point landing on the eyes, ears and heart!"

WALTER WINCHELL

# JOHNNY IN THE CLOUDS



Released thru U.A.

MICHAEL REDGREN • JOHN HILL • FOSAMUND JOHN • DOUGLAS MONTGOMERY in "Angels de Grunwald" production JOHNNY IN THE CLOUDS

## Col. Waugh Quits as Warner Zone Mgr. For Tenn., Ky.; Other Xchange Briefs

Memphis, Dec. 18. In a surprise move, Col. Howard Waugh resigned over the weekend as zone manager for Warner Bros. in Tennessee and Kentucky and also as managing director of the local Warner theatre, slow window for company in this area.

Waugh, who is a vet of film biz in this district, said he will leave in two weeks for Mexico City to make a hook-up on the production of Spanish language films for Latin-Americans. He has had an offer to enter production there for some time. Waugh came to Memphis in 1932 to manage Leo's Palace. After managing houses in Knoxville, Atlanta, the Northwest and in Cin- cinnati, he returned here in 1931 to run the Warner and has been here ever since, except for a three-month period in 1932 when he operated all the downtown houses under a pooling arrangement.

In October, 1935, he became zone manager for Warner's, continuing active supervision of local house. His exploits in selling Warner product frequently attracted national at-

tention, and he was co-author of a book on exploitation.

No successor has been named yet.

**Joe Goldenberg Tipped**  
Joe Goldenberg, of ad sales dept. of N. Y. exchange for the last five years, tipped to ad sales manager of 20th-Fox, effective Jan. 4. He succeeds Edward Hollander, who is leaving company at end of year. Leo Israel becomes Goldenberg's assistant.

Israel moves over from being assistant production manager in the advertising department with the return of Lt. Sanford Cohen, back after four years in the Army. It is Cohen's old spot.

**Omaha Tax Threat Brighter**  
Omaha, Dec. 18.

As far as the theatres themselves are concerned, they are in the clear on the city's proposed \$2,500,000 tax proposal. City has dropped proposed additional 10% slap at pix and stage houses.

Jukeboxes still due for heavy rap and while they may not have to

stand for a \$150 annual slug, they'll have plenty to pay. Taverns, band dance spots, night clubs still sparing for better break in the tax as they know it is going to fall one of these days.

Theatre representatives at the general meeting held out prospect of city being without films if the tax goes through. While none of the commissioners believed that, they were inclined toward favoring the show houses as much as possible.

E. Solomon has resigned as branch manager for Twentieth Pictures Co. He operated in New York and Atlanta.

**PRC Gets 2 New Branches**  
PRC Pictures has acquired two exchanges, in Indianapolis and Minneapolis. Harry H. Thomas, company v-p in charge of distribution, announced this week. The Indianapolis franchise was bought from Joseph W. Bohn, with Bohn and Helen Bohn being retained at the exchange. Sam Kirby is branch manager. Al- bert Schwartz stays at Minneapolis branch manager, with all employees being retained.

**Kirby Quits Malco**  
Little Rock, Ark., Dec. 18.

Sam Kirby, who has been with Malco Theatres of Arkansas as manager of publicity since 1932, resigns to open a new family theatre here. This nab house would seat 600.

## Inside Stuff—Pictures

"Challenge to Hollywood," latest March of Time, and sketched for release Dec. 18, brings to American audiences for the first time the reasons behind the British film industry's new surge to capture world audiences. Done in MOTY's usual top-drawer fashion, the picture demonstrates the economic factors in the British industry and the revolutionary changes in Britain's envy of the \$80,000,000 currently being withdrawn from England by American studios. With behind-the-scenes shots of British sets, stars, etc., the film is itself a top-notch production.

British flagman J. Arthur Rank, with his tremendous holdings in the film industry, is naturally the star of such a piece, but "Challenge" also shows other producers and stars. Among them are the first Gordon and Gabriel Pascal. Film goes right onto the sets of such British productions as "Caesar and Cleopatra," pointing out that its \$5,000,000 budget is probably as big as any for any picture. Care spent in grooming such British stars as Ann Todd, Stewart Granger, Richard Lockwood, Janet Mason, et al., is also played up, while thing telling impressive British plans to increase worldwide showings of its product.

"Hotel Reserve" (RKO-British), tradeshown in N. Y. this week, was reviewed from London in VARIETY June 28, '44. Notice referred to "this pre-war thriller about French counter-espionage methods against Nazi agents as a run-of-the-mill whodunit without real considerations of the war draw, even in Britain..." Direction, it said, was "undistinguished." However, reviewed stated, "if and when seen by American talent scouts, it may prove of interest as the picture does not rating real considerations of the war, what seems a sub role, is called reminiscent of Charles Boyer, who 'turns on the heat as a menace.' Pic, starring Lucie Mannheim and James Mason, was directed by Peter Hanbury, Lance Comfort and Max Greene.

Understood production costs on David O. Selznick's outdoor picture, "Duel in the Sun," have exceeded the initial budget of \$5,000,000 and are galloping into the stratosphere. Selznick says around Hollywood say it will run a close second to "Ben Hur," the most expensive of all films, costing more than \$7,000,000. Filming of "Duel" has been hampered by the strike and numerous other difficulties, and indications are that it will not be completed for several months.

J. Arthur Rank's "Caesar and Cleopatra," variously received on its London preem last week (see elsewhere in this issue), also touches the \$5,000,000 mark in cost.

John T. McManis, pic reviewer of PM, warns Hollywood in his critique on "The Bells of St. Mary's" that it's about time films on other religious denominations were produced. "The Bells" marks the fourth pic dealing with Catholicism. Its predecessors were "The Song of Bernadette," "Going My Way," "The Keys of the Kingdom."

The critic observes that if Hollywood doesn't voluntarily, audiences will make their reactions "clear via boxoffice vote."

Santa Claus is not totting a bonus bag for film industry workers this year. That hope, cherished for a while by 20,000 employees, was blasted by a checkup of major studios, all of which reported that bonus plans are nix. Some producers declared there will be individual cases of "merit bonuses," but no general scattering of coin.

Warner Bros. "Night and Day," big of Cole Porter, went over the \$4,000,000 production mark in cost, of which perhaps \$1,000,000 was added on by the seven months' Hollywood strike. It's one of the studio's costliest pic in its annals.

United World Pictures, Matty Fox president, is talking to tonight general and foreign sales executives in a number of companies, and an announcement may be made shortly.

### Worldwide Films

Continued from page 3

an executive assistant to Reeves Egey, PRC chief, however, has been relieved in the industry that PRC may soon turn over its entire program to the new Eagle-Lion company. Egey subsequently bow out as a trademark. Instead it will build up its roster of independent-producer units.

New Anglo-American reciprocal agreement calls for a worldwide distrib system, sketched to begin operations next September, with a minimum of 20 pictures—10 British films from the Rank group and 10 American films from the Young interests. The 20 pictures will go under the Eagle-Lion trademark, which the Rank group already is using throughout the world.

The Young interests will form a new company in the U. S. to handle domestic and Latin American distribution for the firm. Owned 100% by Young, the new Eagle-Lion Films necessitates a revision in the name of the existing Rank group in the U. S. Distribution in the British market will be handled by the present Rank organization.

Back of the new Eagle-Lion firm is a potential type of United Artists organization. E-L is already reported for indie producers to enter the fold. Chief reason for Egey recently joining the group is the quest for new producers, with Egey already negotiating for some former UA picture-makers. Pointed out, moreover, that the American pic to be distributed by the Young interests, through Eagle-Lion, will be high-budgeted productions made by outstanding Hollywood indie producers.

British films are to be picked from the finest product of producing organizations in the Rank group, with the exception of those eight pic to be distributed by United World Pictures. This is Rank's first worldwide distrib setup, recently formed in association with Universals and International Pictures (Epito-Goe). Because of the new arrangement giving Rank interests outlets via

UW and the Eagle-Lion alignment, these British films will be assured of distribution in the U. S., as well as throughout the remainder of the world.

Expansion of Pathe Industries has been quietly getting under way for some time. Pathe plans to erect a \$1,000,000 studio and laboratory on N. Y.'s east side as part of the expansion program. New move is obviously in line with this expanding business.

Robert Benjamin, of Phillips, Nizer, Benjamin & Krin, who is company attorney for UW, is also attorney for Pathe and signed for the Young interests, along with Kenneth Young. G. I. Woodham-Smith, Rank's London attorney now in the U. S., conducted negotiations for Rank.

### Rank's Chi Dicker

Chicago, Dec. 18.

Negotiations currently under way between J. Arthur Rank officials and the Bell & Howell Co., covering interchange of completed and manufacture should be reached within the next two weeks.

Angles yet to be worked out include domestic distribution of Rank's 16mm. products, and marketing of equipment in foreign countries. Exchange manufacturing and film techniques will begin soon, to the mutual benefit of both organizations, according to B&H spokesmen.

### Montgomery in 'Blue'

Chicago, Dec. 18.

First film chore for George Montgomery, following his discharge from the Army, will be to play the male leads in "3 Little Girls in Blue" at 20th-Fox.

Before joining the service two years ago, Montgomery played opposite Betty Grable in "Conny Island."

**SCHIMMEL ELECTED U. SECY**  
Adolph Schimmel, recently named Universal executive in New York to coordinate all talent and literary activity in the east, has been elected secretary of the corporation by the directors.

Schimmel has been assistant secretary for the last six years.

## A Fresh idea in Christmas Gifts..

*the ready-to-serve Martini that always tastes fresh!*

Get out your Christmas list and cheer! Here at last is a *ready-to-serve Dry Martini* so *dashy-fresh* you'd vow it was just mixed. It's Hiram Walker's Dry Martini—and it retains that fresh-mixed taste right down to the last drink you pour. What gift could be more welcome these busy holidays, when unexpected guests drop in so often?

Just ice and serve...



*Hiram Walker's*  
**dry martini**

Hiram Walker & Sons Inc., Peoria, Ill.

66 proof

# DAKOTA SMASH BROADWAY BIZ

AT THE **GOTHAM** NEW YORK  
AND THE SAME ALL OVER THE COUNTRY!

THE GREAT ROMANTIC  
DRAMA OF AMERICA'S  
LAST FRONTIER!

...EXCITEMENT AND  
ADVENTURE PLUS...  
as two lovers walk into  
the toughest spot this  
side of hades! A mighty  
drama of pioneers wrest-  
ling an empire from the  
Wilderness!



Fox—St. Louis  
Woods—Chicago  
Uptown—Salt Lake City  
Orpheum—Minneapolis  
Riverside—Milwaukee  
Fox—San Francisco  
Orpheum—St. Paul  
Broadway—Portland, Oregon

A MIGHTY ROMANTIC  
DRAMA OF AMERICA'S  
LAST FRONTIER!

THE MIGHTY ROMANCE  
OF AMERICA'S  
MOST EXCITING  
ADVENTURE  
ERA!

**DAKOTA**

A REPUBLIC PICTURE STARRING  
**JOHN WAYNE**  
THE SCREEN'S GREATEST ADVENTURE STAR!  
Featuring **VERA HRUBALSTON**  
THE SCREEN'S MOST BEAUTIFUL WOMAN!  
and **WALTER BRENNAN**  
OUTSTANDING CHARACTER PLAYER!  
with **WARD BOND** • **ONA MUNSON** • **HUGO HAAS**  
Associate Producer and  
Director, **JOSEPH VANCE**

**GOTHAM** BWAY & 47th ST.  
BOOKS OPEN 4:30 P. M.

**DAKOTA**

A VIVID  
ACTION-  
PACKED  
ROMANTIC  
DRAMA!

Starring  
**JOHN WAYNE**  
and Featuring  
**VERA HRUBALSTON**  
and **WALTER BRENNAN**  
with **WARD BOND** • **ONA MUNSON**  
**HUGO HAAS** • **NIKE MAZURKI**  
Associate Producer and Director • **JOSEPH VANCE**

A REPUBLIC PICTURE

**GOTHAM** B'way & 47th St.  
BOOKS OPEN 4:30 P. M.

**EXTRA**

**ALL RECORDS SMASHED!**

**GOTHAM** Reports Greatest Opening  
Weekend Business in History of Theatre!

A REPUBLIC PICTURE





# ADMAN IN WONDER LAND



IT'S THE MOST  
SURPRISING  
MAGAZINE  
I KNOW

## HIS BUDDIES CAME BETWEEN US

"You must remember," Mabel reminded me, "that in the Army our men made new ties. When homesickness struck, their buddies had to take the place of the people they loved but couldn't be with. Now they are back, but part of their hearts still belongs to those buddies of Army days. We must be patient"—I couldn't help

interrupting her, "But Cas and I have waited three years to lead our own life again," I said. "You forget," Mabel replied, "that Cas and Joe and Dice Webster have a feeling of all for one and one for all—something no civilian can understand." "Cas is a civilian now," I said defiantly . . .

WILL THIS BE A  
PROBLEM, TOO?



THERE'S A  
GIRL IN OUR  
OFFICE . . .

## Are YOU On Your Way To Becoming An OLD MAID?

by Carol Lucas

Once there was a girl who lived alone and didn't like it a bit. This girl had hardening of the heart-erics at the age of 25. She did have a sweetheart once. Bob was attracted to her looks and style, but her spinsterisms didn't wash with him at all. Pretty soon he began to feel like a naughty boy who had wandered into a museum by mistake. And so, one day he said "Brr!", turned up his coat collar, and walked out on her. If you find yourself getting angular, it's time to defrost.

## SPECIAL REQUEST

by Elaine V. Emms

I LIKE IT,  
DON'T YOU?

Walk noiselessly beside me, Lord  
Lest for an interval I stray  
In thinking or in deed or word  
From faithfulness to him away . . .  
He is so far, and life is so  
Confused, and often lonely,  
Straying is easy, even though  
He is this-dear to me. So through  
The dawn and noon, the dusk and night,  
Walk here with me and make it seem  
He is beside me, too, in bright  
Completeness, though it be a dream.

**True Confessions "makes you think."** Its readers say so—say that's why it helps them. The things that are in it—like these selections from last September's issue—come out of our readers' lives—they use True Confessions to plan their tomorrows. If we were to get "long-haired" about it, we could call True Confessions "a social force." It is the magazine for a better life that is followed, believed in, and trusted. It is the magazine whose growth and development are being watched with great interest by alert advertising men (in a recent survey they also agreed that today's True Confessions keeps on "surprising" them).

Few magazines ever published have been more influential than True Confessions consistently is.

**true** confessions

Bought at newsstands by 2,000,000 women  
a month for the living service it gives

## Cost of New FMs Less Than Figured, FCC Says; Seems to Have Erred on GI Claims

Washington, Dec. 18.

Possibility that the Senate Small Business Committee has recommended that some FM channels be withheld for later use by veterans was indicated today by a statement of Taylor (D., Wyo.). He said such action was based on the report last week which showed that the stations would be purchased at much smaller figures than originally anticipated.

Crouder for more "little men" in radio, Taylor is linked up with FCC Commissioner Clifford J. Durr to hold back some channels from present applicants. Taylor wants the recommendation included in the final report which his Senate committee will make on its GI inquiry.

Taylor's committee and the FCC published last Friday (14) the results of their study into costs of FM stations in the new higher frequencies. Results of the survey support the story in last week's *Variety* that the costs would be too high for veterans to get into the new band, and failed to hold back channels for GIs.

"The figures reveal," said FCC, "that the principal items—transmitter, antenna and control console—for operation in the new band of 42-50 Mc. FM band will cost substantially less even under postwar conditions than for similar equipment in the old 42-50 Mc. band in 1944.

"The probable prices of six major items of broadcast equipment for a 250-watt station range from a minimum of \$2,640 for a 1-kw. station, from \$10,020 to \$20,420 for a 3-kw. station, from \$12,420 to \$24,840 for a 5-kw. station, from \$22,020 to \$44,040 for a 10-kw. station, from \$37,520 to \$75,040 for a 20-kw. station, from \$47,520 to \$95,040 for a 50-kw. station, from \$67,520 to \$135,040 for a 100-kw. station. These prices are transmitters (including royalties), antenna (but not including support structure, including rods, remote pickup, twin line, turntables, and monitors.

"First deliveries on orders placed prior to Nov. 20, 1945, are as follows: 250-watt station, Jan. 1946; 1-kw. station, Feb. 1946; 3-kw. station, May 1946; 5-kw. station, June 1946; and 10-kw. station, Aug. 1946."

## K. Kysner, Tred, May Fold College

Physically worn out by his trips to the servicemen at the various war theaters, K. Kysner, 42, who reportedly dropped his NBC full-hour show to take an extended vacation, says Carroll, his wife, who accompanied him on most of the jaunts, has been forced to absent herself from the same show three times during the past several weeks for reasons of health. Kysner said his spokesman, J. C. Bates, an agency handling the show, has kept going up to fulfill his obligation to the sponsor for the next few weeks.

What will happen to the Wednesday 10-11 p.m. slot, currently held by Palmolive-Peet-Colgate, is still in the hands of the FCC. However, at NBC work has it that the advertiser will hang on to the 10-10-30 slot for a replacement, and relinquish the latter portion.

## Cincy's WKRC Ban On Catholic Labor Stand Brings FCC Inquiry

Washington, Dec. 18. FCC over the weekend queried Cincinnati station WKRC on its stand in banning Catholic labor as a scheduled broadcast by priests giving the Catholic position on the rights of labor. The station had reached the FCC from the Cincy Industrial Union.

Broadcast allegedly was one of a series in which reports of the Cincy archdiocese broadcast the Catholic stand on various issues. The first three similar programs had been carried by WKRC. Station was queried by the Times, a local family paper, decided the labor broadcast was controversial. Mayor J. J. Isidor, chairman of the archdiocese, then cancelled the entire series.

## Radio Executives MARK WOODS

("Radio: The Next 25 Years")

ROBERT D. SWEZEY

("Real Picture Series")

WORTHINGTON 'S

("Television")

are among the show biz topplers

in radio, who have

specialties in

Variety's

40th Anniversary Number

to be published soon

## Mon. Jolt Shows Wrapped Up ABC

ABC network's bid for Monday night bankroller attention via its showcasing of a new comedy web developed shows is set for a Jan. 22 preme. Thus far, four shows have been scheduled to be dropped. Network has earmarked a \$250,000 appropriation for the Monday night shows.

Faced so far as a half-hour comedy package headed up by Jimmy and Lucille, the "Dinner," "Jimmy Gleason's Dinner," which will originate from the Coast; William G. Felt's "The Great Crime," with the six star playing a tough detective; Paul. Whitehead headed up himself more show to be called "Forever Toots," which will reprise the top tunes down through the years; and a "Dashed Hammett Fat Man" series which will be spotted back-to-back with Gargant.

## 'Blind Date' in Blind Alley, With Hinds Set To Call It Quits In Jan.

"Blind Date" with Arlene Francis, in the Friday night 8 o'clock ABC hour, will be called "Blind Date" with Hinds Lotion after the Jan. 25 broadcast. MCCA is currently offering the program to other agencies.

Reason for the Hinds' cancellation is a realignment of advertising policies with needs, according to McCann-Erickson. Letter is making a survey for the agency which will determine future policy.

Move comes as surprise because "Blind Date" has been one of four points in the last six weeks.

## KATE SMITH RETURN TO 60 MINS. MULLED

Ted Collins and Foote, Cone & Belding have been huddling on the possibility of the Kate Smith show returning to the 60-minute slot in a bid to hype interest in the stanza, and to restore it to its one-time channel as a showcase for potential topnight talent.

PC-B inherits the show the first of the year from Young & Rubicam. The show is currently scheduled to be switched to the 10-11 slot in the spring of 1946. Program was slated in the 60-minute Sunday night in format opposite Jack Benny and Fitch Bandwagon last season, and went to 25 minutes this year when it was moved to the air in the Friday night 8:30 slot.

Meanwhile the Smith-Collins come back have reportedly agreed a segue back to studio audiences, formalized by a switch in format in the offering.

## Can. Femme to Script 'Aldrich' for Y&R

Pat Jourdain, Canadian radio actress, who lives in Toronto, is scheduled to join "The Aldrich Family" at Young & Rubicam after the close of the year as a scripter.

Norman Tokar, who was Henry the Second after Ezra Stone (now back in the show) went into the service, is currently scripting "Aldrich" and it's planned to set up an alternate writing assignment.

## It's Hicks by a Nose

George Hicks has defeated Jack Castello for council membership on the N. Y. local AFRA by one vote, the tally being 425 to 424. Hicks represents the group in AFRA, which favors adoption of resolutions not directly connected with wages, working conditions, etc. In the recent overall local elections, the two were tied with 845 votes each.

## KOB tips College Into \$1,000,000 Suit On Time Controls

Albuquerque, Dec. 18. New Mexico College of Agriculture and Mechanic Arts can get \$1,000,000 from KOB, and push top name NBC shows off the air in these parts, U. S. District Court of New Mexico has ruled last week.

Court upheld the right of a broadcaster to have complete control over its program time and selection of program material. Victory was won in a powerful clear channel outlet in Albuquerque. When the college sued the station for \$250,000 in 1938, the complaint included a claim whereby the college was to get half an hour daily each before and after 6 p.m.

Until last June, the college had been using only about 2 1/2 hours a week. It demanded its full seven hours and began to specify which programs it wanted to operate. Station actually threw out Rudy Vallee and Dr. J. Q. Smith, and the college charged the benefit of the college, but finally it balked when the new demands would have had the college's own programs, Kysner, Red Skelton and the network's "News of the World" off the air.

Had the college lost its way it could have gone on, in some weeks to have kept off the Albuquerque air the programs of the network, Fred Berg, Fred Allen, Bob Hope, etc.

When the station insisted that it would not permit the college to charge the use of the school sued for \$1,000,000. College claimed it did not have any advance notice of the shows it wanted to substitute.

## Hirschmann Raps Nets As 'Sloving' FM Growth And Appeasing Petrillo

Action of New York's three networks to refuse FM affiliation has charged the networks with "sitting on the FM of the air" in October, brought an accusation Monday (17) from Ira Hirschmann, Metropolitan Radio-Television vice president, that the networks were trying to "hold back" the development of FM and "obedient" to James C. Petrillo, pres. of American Federation of Musicians. Webs banded the FM FM operators had Petrillo demanded twice if any program were to be used if a program were to be used by both stations and FM stations.

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## BBC HIGHBROW FEMME MAY GANDER THE USA

Mary Somerville, director of Education for the British Broadcasting Corp., may visit the United States in the spring, partly to attend the Ohio State Institute for Education by Radio at Columbus.

New York office of BBC is trying to arrange the matter.

## Y&R Wants 'New Young Voice'

Harry Ackerman, Young & Rubicam, says "we're in process of conducting auditions this week in an effort to find a 'new young voice' for the radio role in 'The Secret and Mrs. Burton' daytime serial purchased by General Foods. Stuart S. Brown will direct the series. Show replaces 'Gee' 'Two on a Clue' which went on CBS.

## 'AVCO' Rules Applied to Station Sales by FCC; Big Deals Held Up

Alfred Lipscomb's

satire on

"The Fable of the

Comedian and

the Elves"

is one of the brighter editorial

features of

Variety's

Forthcoming

40th Anniversary Number

## FCC Due to Nix Gab Curb Bill

Washington, Dec. 18. Official FCC reaction to the Wood bill to curb radio commentators may be expected this week, Capitol Hill sources report, and chances are good that the commission, unlike the National Assn. of Broadcasters, which is adopting a strict "hands-off" policy, will land on the bill with both feet.

Commission is expected to hold out for the present radio law as sufficient protection against slander or libel over the air. It is likely that the FCC will also take a crack at the provision in the Wood bill which makes it possible for any one with a 500-mile radius of a station to bring suit in any court he chooses, without need of traveling to the city where the alleged slander took place and filing suit in a state or federal district court there. Federal law provides the suit must be brought in a state where the broadcast took place.

As the Wood bill stands, a resident of Baltimore could sue a New York city station in any local Maryland court, while under the present law he could only bring action in a N. Y. state or federal court. Result of this provision, its argued, is to keep all controversial questions off the air, since anyone within 500 miles could file suit in any court.

Other legal problems grow out of the provisions calling for each station to file a transcript of its "local" broadcasts with the FCC. Local and state courts could upset broadcast rules at will, it's maintained. Meanwhile, protests against the legislation are still reaching the office of Rep. Ellis Patterson (D., Calif.). Latest blasts come from the Chicago Action Council and the National Council of American-Soviet Friendship.

CBS 'Workshop' Wins Rolling Along, Date, Details Still Vague

The review of the "Columbia Workshop" is causing plenty of extra work at CBS, with starting dates, scripts and all other details still vague.

William Finefribler is acting as supervisor of the series. Mrs. Lou Hoover, formerly New York City's secretary, is assisting him and winning some of the chair. Most of the scripts are being read and processed by Robert J. Landry, director of the program writing division.

## 'Fresh Up' in 'Middle,' Gregory Rattoff Up Next

Patricia Gregory's "Fresh Up" show on Mutual is still in the air, with likelihood that Gregory will step in for the show. The show is being read and processed by Robert J. Landry, director of the program writing division.

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Washington, Dec. 18. Broadcasters will have a chance any time before Jan. 15 to comment on the proposed rules to control station sales in accordance with the new Aviation Corp. AVCO decision, FCC announced last week. The proposed rules were re-announced by the FCC.

At least a half-dozen station sales are already following the 60-day waiting period provided under the AVCO decision, and Friday the Commission shelved three other cases until the parties agreed to follow the procedure outlined in the Crossley-AVCO deal. Biggest deals, now being advertised and opened to competitive bidding include: Sale of WHDH, Boston, to the Boston Traveller for \$850,000; transfer of WFLA, Philadelphia, to the Philadelphia Inquirer for \$1,000,000; and the sale of KMTB.

Cases held up are: sale of WEDR, Dorado, Ark.; KXSA, Seattle, Wash.; and KPQD, Anchorage, Alaska. Highest bid for the above transfer rules are:

1. Applicant wishing to sell a station must file with the FCC application a proposed advertisement giving sale terms and price. The ad must be in the hands of the FCC for three weeks immediately following FCC filing. FCC will issue similar requirements for the terms of the sale and inviting others to bid on the station.

2. No action will be taken by FCC for 60 days after an application is filed at the Washington offices of the FCC.

3. If nobody else bids on the station, FCC may grant the first applicant, but there are no assurances. If others do enter the race, and FCC decides against a grant to the original applicant, the original request will be set down for hearing.

4. If FCC decides in favor of any bidder other than the original applicant, the favored purchaser will be given 30 days in which to file a contract for the sale of the station.

5. The above procedure will not apply: Where a corporation is re-organized without change of beneficial ownership; where station is assigned to decedent's executor or appointed administrator of an estate; or from an individual to a corporation, or vice versa, without change in ownership.

6. The above procedure will not apply to the transfer of station from an executor of an estate to heirs, trustee or third person.

## FCC In Bid For \$6,000,000 Budget

Washington, Dec. 18. FCC commissioners would their first appearance last Monday (15) before the House Independent Office subcommittee of the House Appropriations Committee to ask for a \$6,000,000 budget for the fiscal year beginning next July 1.

Commission is seeking over \$6,000,000 for personnel and industry in the increase over the last pastetee years.

FCC budget calls for 50 additional lawyers, and about 100 more engineers to process the 2,500 broadcast applications. The independent Office subcommittee of the House Appropriations Committee to ask for a \$6,000,000 budget for the fiscal year beginning next July 1.

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# THE RADIO CALL

## Kobak Wraps Up \$2,500,000 New MBS Billings; Henry Taylor for GM

Ed Kobak, Mutual prexy, has wrapped up the year-end with a flurry of new business for Mutual, with the new billings aggregating some \$2,500,000.

Top plum, which reportedly had all the wits pitching for the biz, is a half-hour of General Motors programming, which will be divided into two 15-minute nighttime spots (Monday and Friday 10 to 10:15) over 280 stations. It's the first concrete evidence of GM's post-war radio programming expansion. Outfit is currently represented with the 30-minute NBC Sunday afternoon symphony concert, but will devote the Mutual time to an airing of the economic programs Henry J. Taylor is set for the spot. He tees off this Friday (21), with gal slanted since "hell America to American" line. GM and Mutual say he's clear of controversial stuff.

GM has been shelling out a lot of coin to Detroit stations in recent weeks to champion the company's stand in the strike situation. Mutual denies the "business-economy hour" programming setup was inspired by the current labor crisis, with the contract set for a full \$2 million.

Network has also copied a new half-hour Williamson Cass account for Sunday afternoon, 4:30 to 5 p.m. The show will go into the spot. Sponsor is reportedly dropping its "Famous Jury Trials" on ABC, in favor of "Clink" expansion of "Break the Bank" to full network sweeps the MBS billings.

New offshoots by \$170,000, the Knox Co's bout (outfit sponsored "The Nebbie") and the sketched Lincoln of the 19th century, "The Lincoln" ("Nick Carter" show, latter reportedly due to labor-material trouble. Latter will occasion more than the surprise since "Carter" has a full Saturday afternoon rating of 10.1.

### Mutual 'Swing' Sees Off Chicago, Dec. 18.

Last broadcast of "Swing's the Thing," limited net ailer heard over 12 Mutual stations Thursday night for the past two years, will be Dec. 27. No replacement for the 10-hour musical show, produced by Rose Blumkin of the W. J. Blackett agency, has been announced by MBS to date.

Show's folding because of dissatisfaction of the bankroller, E. J. Brach & Sons, with its low rating.

## Nash-Kelvinator Plan Split Up Into 2-Show \$2,500,000 Air Budget

Nash-Kelvinator, currently sponsoring the Andrews Sisters on CBS, is making plans to double its appropriations for 1946-47 with the idea of sponsoring two half-hour evening shows for Nash and one for Kelvinator. When doubled, the radio budget will amount to \$2,600,000 in round figures.

Don Shaw, radio head of Geyer, Cornell & Newell, agency for N-K, is already blueprinting a half-hour show for Kelvinator and one for Nash. He is expected to retain the Andrews Sisters. Nash, incidentally, will take over the plug-out of the 1945 broadcast to announce the 1946 Nash models. It marks the first time the manufacturer will have radio precedence over the newspaper medium.

### Thornburgh in N.Y. Hospital

Don W. Thornburgh, who heads up the West Coast operations for the seriously ill in New York hospital. He's been hospitalized since coming east last Friday.

He was scheduled to testify at the Washington hearing on the (C) morrow (20), in connection with the sale of KQW, San Francisco, to CBS.

## Sherwood Schwartz as a spotlight radio ogymon who should know about those things heralds

### "The New Postwar Electrogram Is Here"

a satirical exposition on push-the-middle-valve-down-and-the-gears-come-out-her

an editorial feature of VARIETY'S 40th Anniversary Number to be published soon

## Jolson May Get 'Request' to M.C. Campbell Souper

Hollywood, Dec. 18.

At Jolson's ears must be burning. There has been considerable talk about installing a forced once on "Request" performance and most of it is about him. George Jessel has also been mentioned, but then again he's now a successful picture producer and mad dummy up to all overtures.

Report insists that Campbell soup is watching the ratings with more than casual interest and may pull the "Request" program. Deal is such that a halt may be called at any time.

## Skelton Gallops To Fast No. 3

Red Skelton, who re-inherited his 10-hour Sunday night NBC slot two weeks ago after shedding his Army uniform, bounced right back into the top Hooperating stratum with his initial "serenoplop" show. In the latest Hooper reports just published, Skelton is No. 3 with a 24.8, with NBC now wrapping up the top three comedy shows, rating-wise, in radio with the 9:30-11 back-to-back "Fibber McGee and Molly," Bob Hope, and Skelton.

Although the trade generally expected that the Hildegarde show, bearer of the post-floppy audience plague, would take a nose-dive in its slot to Wednesday at 8:30, the program, though missing from the ranks of the Top 15, hit a 15.3, topping her final Tuesday night rating by 1.5 points.

The Fibber-Hope-Skelton Tuesday night comedy parlay, plus the Sunday night bracketing of the McCarthy-Jack Benny-Fred Allen, if anything, strengthens the NBC comedy rating sweetshop.

Here's how the Top 15 shape up: Bob Hope... 34.0  
"Fibber McGee and Molly"... 28.3  
Red Skelton... 24.8  
Charlie McCarthy... 24.7  
Jack Benny... 24.4  
The Green Gladiators... 24.2  
"Lux Radio Theatre"... 22.8  
Walter Winchell... 22.0  
The Philadelphiad... 21.8  
Fred Allen... 21.5  
Edie Chandler... 19.9  
"Take It Or Leave It"... 19.0  
"Truth or Consequences"... 18.7  
"Amos 'n' Andy"... 18.5  
"Abbott & Costello"... 18.4

### Rawson's Zoo Strip

Amateur's Zoo Strip is bucking in a 15-minute, five-times-a-week program based on animal stories. A former agencies reported interested.

A female will narrate.

By GEORGE ROSEN  
It's the prevailing impression among a number of important radioites who have come home from the wars that radio (from a programming and creative standpoint, not financially) is just about where it left off pre-Pearl Harbor.

They'll commend your attention to the list of top shows with the Howard and Crosby plays, which significantly point up that not a single new name of importance, or an outstanding new idea, has cropped up in radio through the war years. Even the jokes, they contend, are of the same pattern—or, of more significance, are aimed at the same audience intelligence quotient as always. The new civilians, in effect, deplore the fact that they're getting back into harness with a "this-is-where-we-came-in-the-first-place" attitude, and are asking "where do we go from here?"

There's a quietude among the boys over the fact that the radio programming situation pretty much

### Serious About Comedy

CBS is creating a new comedy division within the programming department, and is devoted exclusively to development of comedy shows. While the basic idea hasn't deliriously been crystallized as yet, in general the network's aim is to build its own comedy programs, work in cooperation with agencies, clients, etc., though setting up their own staff of comedy writers.

Initial appointment to the division, as a producer, is Irving Berlin. The new comedy division, Allen, who produced the Irving Berlin show for the Blue agency, question as to who will supervise the comedy division has not been decided as yet.

resolved itself during the war years—and continued unabated—into a series of tradings and swap deals, with the same names always emerging, though under different commercial auspices. That not only goes for the performer, but look particularly, they say, at the manner in which the scrippers have been playing a round-robin game of hopping from one comedy show to another, year in and year out. Is it any wonder, they ask, that the gags have taken on a one-note and lack distinction?

If, during a wartime era, when the performers were spending their profits away, they were afraid to experiment with new ideas or to inject new personalities into the radio picture, what chance is there the boys are asking, of any display of courage now, when pennies will be won and spent? (Continued on page 31)

## Weeks by Night; Lund Pact Highlights Growing Westward Shift

John Lund, currently on the Coast under contract to Paramount, has been packed for a permanent spot, along with Bob Crosby and his Bobcats, for the revamped Ford Tuesday night show on NBC, which has been packed with an upsurge into prominent p-x-radio highlight the significant "Go West" pact that's making it increasingly tough for both radio and Broadway showmen in the east.

It's the answer, they say, to the pacer who more and more top radio shows are emanating from the Coast instead of New York and, by the same reasoning, why legit producers are being bled of talent, with

## Forgotten 5-Man Wants His Say: Bankrollers to Try Influencing Costs, Programs, Labor, Policy

### Bob Hope

writes on

### "Comedy Reconversion"

on editorial feature of

### VARIETY'S

### 40th Anniversary Number Due Soon

## Bing-Kraft Tiff Stiffens, With Crisis Coming

The Bing Crosby-Kraft Music Hall impasse looks headed for a showdown in the immediate future. Der Bingle's sponsors have served notice that they want him back on his Thursday night NBC slot at the first of the year. The Groaner, it's reported, has retorted with equal emphasis that he won't be back the first of the year—and for that matter won't be returning to the Kraft fold at all.

Meanwhile there's hardly a top agency in the business that isn't watching developments. Hottest bet in radio today, Crosby can write own ticket for probably any one of a dozen or more clients commanding him. But so far agencies have been holding off on talking terms—they don't want to get involved in the event Kraft decides to slap an injunction on Crosby and take the thing to court. And it looks like the thing might be headed for the courts, with both sides as adamant as ever.

Crosby feels that after 10 years it would be both to his advantage and Kraft's if they parted company. But after a decade of kicking around the Music Hall idea, its possibilities have been exhausted and he'd like to start fresh on another program.

Meanwhile, Crosby's been staying in New York City, but has appeared this season on three non-commercial programs.

Eddy Duchin into KMH Eddy Duchin, just out of the Navy, has been packed as a regular (Continued on page 31).

By SAUL CARSON  
For the first time since broadcasting became big business, the national advertisers who pay the largest share of the bill for radio are going to try to make their influence felt directly in every phase of radio.

The Arms of National Advertisers has set up a radio council which will "interpret the needs of the advertisers"—that is, the guys who actually pay the bills, and not the ad agencies—regarding the following factors:

Costs: The ANA feels that radio costs have risen so high, with competition for leading talent and top time at peak listening hours so keen, that the price of going on the air to sell a product has very nearly risen to the level of diminishing returns. They want lower costs, and are going to get that fact across to the broadcasting industry in no uncertain terms. It will be either a ceiling on radio costs—or we are no longer interested in radio as a high-budget advertising medium.

Programming: The advertisers want to have a say about what goes on the air. They feel that every program—dramat, musical, or whatever—should be planned to meet their needs on programming policies and practices.

Costs: They feel that the costs of radio "labor"—not only technical but actors, musicians, etc.—are too high. They want to see overall picture. At present, labor unions are made with nets and the advertisers want to see what is in what goes on in that alley. Government regulations: Just what they want to do is that sphere is not (Continued on page 31)

## ABC Bride K.O.'s 'Amanda, Hubby

Sterling Drugs, which sponsors the back-to-back (11 to 11:30) daytime strips on CBS, "Amanda" and "See-see," is planning to drop the brace of soaps.

Instead, the bankroller is latching on to the new ABC (Blue) "Bride and Groom" afternoon audience participation show, which has been up for sale with a \$400,000 tag.

Sterling wants to spot the "Bride" giveaway stands in the 2:30-3 p.m. slot on Monday and Tuesday nights. The network currently trying to clear it. The client, represented by Don Shaw, says he's not sure if he has been sponsoring the two soaps since about Pearl Harbor time. "Amanda" is on a 2.7 rating; "Husband" a 3.1.

ABC and Sterling march to the altar the first of the year in a "Bride" series of five-week half hours, which started as a sustainer three weeks ago on Monday night, plus Sterling's megastar and aspirin. Client made a pitch for "Queen For a Day" and "The Great Gilday" to Alka-Seltzer and Procter & Gamble were taken up and Sterling dropped out. The show is being fought with resultant sale by Pete Jernat, of ABC sales staff.

## ADD WARS BIDS: MEAT ONCE A WEEK

Latest developments on the Fred Warlock "Meat on a Week" radio agency, on behalf of the American Meat Institute, has put in a bid for a one-hour program on the radio of the Wartling half-hour morning show on NBC.

There's no decision one way or another, all it hinges on whether Warling is willing to accept the split bankrolling idea.

## Five K. C. Outlets Sked Regular Shows Voicing Two-City Problems

(This is the fourth in a series of articles by VARIETY correspondents showing how radio is being utilized to project community problems in the various key cities of the country. The fifth, dealing with Chicago, will appear next week.)

By E. E. HORTON  
Kansas City, Dec. 18.

While Kansas City does not boast of any municipally-owned broadcasting facilities other than that of its police department, the various network and independent radio stations here have cooperated with local government officials frequently in the presentation of programs relating to civic development and progress.

Both Mayor John B. Gale of Kansas City, Mo., and Mayor Don C. McCombs, of adjoining Kansas City, Kan., as well as other ranking officials of the two municipalities, have demonstrated the value of radio as a civic force by use of the microphone as a means of close contact between the governing and the governed.

During the last several years, all of the Kansas City Broadcasting stations have presented one or more series of weekly programs detailing the workings of the municipal government, explaining the duties of the various officials, and reporting to the taxpayers how their money is being spent.

KMBC, the CBS outlet here, currently is sponsoring a 26-week series under the general title "The People, Inc.," during which city department heads describe the functions of their offices in relation to the other branches of the local government.

WDAF, NBC, owned and operated

by The Kansas City Star, earlier this year presented a series of 13 weekly quarter-hour programs titled "Know Your Kansas City," devoted to city government and prepared by University of Kansas City civic classes.

KCMO, the ABC outlet, now is in its second year of a series known as "The Forum of the Air" and the first year of another titled "Public Service Talks," in which municipal government activities are discussed by city executives.

WHB, MBS day outlet, has completed an extended series of quarter-hours during which the workings of the city government were detailed by heads of the various departments, speaking in connection with projects of civic classes at the University of Kansas City.

KCCN, MBS night station, owned and operated by the Capper Publications, Inc., set a record by broadcasting sessions of the Kansas City, Kan., police court for nearly seven years before the daily remote control pickup was discontinued after nearly 2,200 of the programs had been heard.

The value of radio as a means of insuring a well-informed citizenry is conceded by all municipal officials here generally, and greater use of it is planned by them as the city returns to peace-time normalcy after several years of war-time expansion.

## WKMO GETS 10C CBS PRIZE; KTSA, \$5,000

WKMO, Kokomo, Ind., won the first \$10,000-prize for best promotion among the CBS affiliates in the net's promotion contest which was conducted for a month ending Nov. 17. Results were announced this week (18).

Second award, amounting to \$5,000, was given to KTSA, San Antonio; third, \$1,000, to WRSC, Memphis, and special commendations were given to WGAR, Cleveland, and WFL, New Orleans. These latter stations, as well as six others, also got \$1,000 prizes each for best use of special media for promotion purposes. The six are: WTAG, Worcester, Mass.; WHUB, Cookeville, Tenn.; KTCU, Tucson; WDCN, Durham, N. C.; WJIR, Detroit, and WRSC, Memphis.

## INS' Radio Hypo

Radio-newspaper alliance gets a considerable hypo, with INS inaugurating a daily column for its main wire. Saul Peil will do the writing, with the wire service budgeting 500 words a day on a six-day-a-week basis.

Move has more than ordinary significance in view of the casual Hearst treatment of radio in the past. AP has a daily column edited by Charles Butterfield, but UP incorporating its radio in Jack Gaver's Broadway column.

## 26G More for LaG For WJZ Show

Mayor LaGuardia tipped on his Sunday (16) WJZ (N. Y.) broadcast that, in addition to his Liberty May coast-to-coast Sunday night ABC airing, he'll continue doing a strictly-local Sunday noon program. Later broadcast will be aired via WJZ, N. Y., flagship station of ABC and his sponsor will be June Daily Products (Blue Moon Foods). He'd down for \$25,000 a year for a 25-minute weekly discussion of city affairs, which will follow same pattern as his WNYC programs as mayor.

Reported that Liberty may originally have had the option to pick up the tab for the two-way LaGuardia deal, but settled for the coast-to-coast nighttime airing with the daily outfit latching on to the nighttime show. LaGuardia also inaugurates a weekly column in Sunday PM next month.

LaGuardia enterprises will headquarter in a suite of offices in the RCA Bldg., N. Y., after checking out of City Hall.

## Gil Gibbons Wraps Costly Chi Soap

A \$250-a-week soap opera package has just been sold by a Chicago writer-producer to NBC. Show was set up and plated primarily by Gil Gibbons, formerly with the Carl Westler-John Phillips agency, and is scheduled to hit the airways after Jan. 1.

NBC is reported offering Procter & Gamble the inside track on Jan. 1's 15-minute, five times a week daytime, titled "Broken Melody" with Gibbons slated for writer-director choreo. His faith in Chicago radio prompted him to put up \$4,000 to package the show, Gibbons said.

## State Dept. Suggests U.S. Subsidy To Keep Private DX-ers Out of Red

Washington, Dec. 18.

Wrigley, Hal Rorke Win

'Hap' Arnold Citations

Two of the highest civilian decorations for military and military personnel were awarded Philip Wrigley, president of the American Tobacco Co., and Hal Rorke, Chicago radio manager, for J. Walter Thompson, in Washington, Mon., (17) by H. H. Arnold, commanding general of the Army Air Force. Wrigley's award was a certificate of appreciation for putting on "America in the Air" over CBS from 1942 until the end of the war, "for the purpose of recruiting and other personnel for the AAF and to interpret the military use of air power in World War II."

Rorke, who prior to entering the AAF was assistant publicity director of CBS in New York and also CBS Pacific network publicity director, went to AAF headquarters in the Pentagon building, Washington, to receive his award for "making a material contribution to the high regard in which the people of the United States held the AAF while it was a combat force." Rorke was executive officer and deputy for the chief of the branch.

Cincy as World Capital

Proposed by Crosley

On Basis of DX Power

Cincinnati, Dec. 18.

On the premise that radio is to be a paramount factor in the United Nations Organization's operations, James D. Shouse, general manager of the Crosley Corp.'s broadcasting division, heads a three-man delegation that will appear before a director of the Crosley Corp. in London. Shouse considers Cincy's advantages for selection as the world's capital.

As bid in the Shouse presentation is that six powerful Bethany transmitters, capable of instantaneous communications with all but a few remote spots around the globe, are located here.

The "Bethany" transmitters were built under WLW technical supervision during the war, at a cost of \$50,000 and were designated by the Office of War Information for beaming propaganda broadcasts overseas. The six transmitters, each geared to broadcast with 200,000 watts of power, constitute the most powerful shortwave setup in the world and are now being operated by the State Dept.

Shouse fostered the idea of Cincinnati's offer for recognition as UNO headquarters and gained endorsement by the city council, Chamber of Commerce and numerous civic groups, business and industrial leaders. He was selected as chairman of the delegation, which includes Mayor James Garfield Blevins and Walter W. Brown, Chamber of Commerce chief. They took off from here Sunday noon, less than 24 hours after the UNO decided on the United States as the site for its headquarters, for an air hop to London.

JIM STURTIN IN AS

ED BORROFF'S ASST.

Chicago, Dec. 18.

Ed-Jim Sturtin, on terminal leave from the U. S. Marines after 18 months overseas, will take over Jan. 2 as executive assistant to Ed Borroff, vespee and general manager of the ABC central division. Sturtin was program manager of the net before his entry into service. His new duties will entail liaison work between the programming and advertising departments.

Borroff, at present, contemplates no replacement for Merritt Schoenfeld, ex-assistant general manager here, who was transferred to New York. That portion of Schoenfeld's duties which covered contact work with Midwest affiliates of the net will be taken over by Jim Connolly, who moves in as station relations manager Feb. 1.

Fred Hall, of the Fields & Hall vaude team, will emcee WNEW, N. Y., program, "Vaudeville Isn't Dead."

Further emphasis on the importance the Government now places on pix and radio in international relations was given last Saturday night (15) in an NBC State Dept. airing on "Our Internal Information Policy."

Assistant Secretary of State William Benton called for "close cooperation to get the right films in the export market," but emphasized that the State Dept. has no intention of censoring.

He said the "films Hollywood exports probably do more than any one thing to form impressions of the United States" and added that they "haven't always been fair to us."

William T. Stone, director of the Office of International Information, was given charge of the State Dept., called for a continuation of DX radio information programs to other nations. He said the job would not be commercially feasible for privately owned networks, but thought that some form of Government financial assistance might be arranged to keep the broadcasters out of the red.

"It's possible," Stone said, "that some sort of private or public corporation may take over the main job, with government assistance and control. But we haven't taken any definite position on this as yet. We only know the job must be done."

Benton was asked about pictures. "The motion pictures which commercial distributors send abroad," he replied, "probably do more than any other one thing to form impressions of the United States. These impressions haven't always been fair to us. Too many people think that every American housewife has a 48-hour living room and a maid to wait on her. But on the whole the movies have helped to portray our way of life."

"Sometimes," said Sterling Fisher, director of the NBC University of the Pacific, "we see pictures in Latin America and elsewhere. I understand that the British picture, 'The Battle of Britain,' in which Errol Flynn recaptured Burma almost single-handed, would you try to control film distribution to avoid that sort of thing?"

"The State Department," said Benton, "has no intention of censoring films for export. Any controlling that is done would be by the film industry itself, perhaps in consultation with Government officials who have good sound advice as to the reception certain films would get abroad. The movie industry has been most cooperative all through the war, and I'm sure it will continue to work for the common good in connection with our overseas program."

UNCOMPARABLE  
HOLD YOUR BREATH  
HOLD YOUR BREATH

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UNIFIED RETAIL DRUG CO.  
Friday—CBS—10 p.m. EST

MR. LOU CLATON

BALTIMORE'S  
Listening Fabric

MUTUAL BROADCASTING SYSTEM

JOHN ELMER  
President

FREE & PETERS INC.  
Executive Vice President

GEORGE H. ROEDER  
Vice President



# Greetings, Friends!\*



\* Any word may be reproduced in whole or part by Frank Sullivan, who does this sort of thing so much better for *The New Yorker* every Christmas.

Friends, here's to Yule — a happy one;  
The first in five not marked by gun-  
Fire or the rocket's swish,  
But cheer, and an old-fashioned wish:  
Happy Christmas Day to you  
And all our station staffers, too.  
First off, we think, a paean should sorta  
Be cast upon alert Paul Porter.  
Then, loose with holly, mistletoe  
For Mac and Avey's Bergie Boe,  
And a just-as-hearty Christmas wisher  
To R & R's astute Ted Fisher.  
Blessings on the snow-spun Mall  
And little dogs that aren't tall.  
Boy, fetch Vera Brenman!  
And, while you're at it, then in  
Lead Reggie Scheubel, Henry Sell  
To help us toll the old tower's bell.  
And, Bill Rogow, let us dash  
With cup a-brim for Richard Ash,  
Louis Paul, William Jones  
To greet our Yule shows' mellow tones.  
Greetings, too, to John, the porter,  
And Floyd, our demon letter-sorter,  
Linnea Nelson, Seymour Blum,  
And Mr. Stein who sells us rum;  
J. G. Proctor, Charlie King,  
Charles Dallas Reach and Hu Lee Sing.  
Joe, a glass, and make it tall,  
To cart a snort for Marvin Small,  
Dave Levine and Don Parker,  
Lew Kashuk and Dave Harker.  
And, with foot upon the rail,  
Let's toast that man Frank Silvernail.  
Now, prince, of course, of time-buy Banko  
Is no less a man than Carlos Franco;  
Atherton and Tieman, too,  
Jim Moore, The Scanlans, as you knew.  
Castelman? You mean, George?  
A crown for him we'll have to forge;  
Not to mention hoarding cider  
For Johnny Hynes and Fritz Snyder  
Bend the tree down, wipe that star,  
'Cause Eleanor Larson's been skipped this far!  
George Trimble, too, and George Hartman —  
But, listen, boys — have a heart, men:  
There are so many we could toast  
That when they see this, we'll sure roast.  
However, let the eyes that focus  
Scan the sky for sign of crocus!  
See the small boy playing ball . . .  
Forgive us, won't you, of this all?  
But then, of course, there's Porter Leach  
Roy Gordon and Durham to fill the breach;  
Ivey, too — Neal, we mean —  
And Beth Black, who's often seen.  
John McHugh, John McCormick,  
Miss E. Baumann and Bill Ornick.  
Names, oh, names! And none alike,  
Of all the people that we like.  
How simple would be Walker Gordon  
Set to rhyme with Lizzie Borden.  
The latter, as you've always known,  
Used an axe and not a hone.  
However, as Dick Eastland knows,  
There's such scant space to say "Hello's",  
That Ray Nelson's t-e-l-e-v-i-s-i-o-n  
May next year give us space plus v-i-s-i-o-n!

## WOR

—that power-full station

at 1440 Broadway, New York ★

MUTUAL

## From the Production Centres

### IN NEW YORK CITY

Fortune magazine doing a piece on television and another on daytime radio serials. ... With Maurice Chevalier due from Paris in February he's figured a clinch for radio personals, maybe a series of his own. ... Gloria Manns of CBS program writing, honeymooning in Nebraska with her naval lieutenant, Harry Sharp. ... Elaine Carrington bedded last week with flu. ... Bill Murphy out of the Navy and into business started by his wife during war. Not resuming in radio. ... Irving Newman of "Joe and Mabel" require due to return to civvies soon. ... Max Wyllie of Young & Rubicam rewriting his stage play about India, where he once resided. ... Bulletin board on CBS program writing draped with newspaper reviews from Buffalo, Toronto and Chicago for staff member Vincent McCormac's new play, "A Joy Forever." ... Edgar A. Gruenwald, formerly of VARIETY, back in U. S. A. for discharge.

Ed Kobak, Mutual rep, set down with President Truman in Washington on Saturday and the two kicked around radio and the labor situation. Kobak also handled with Secretary of Commerce Henry A. Wallace and Secretary of Labor Lewis B. Schwellenbach.

What's the new job George Crandall has lined up for Mike Boscia after the first of the year? ... Bill Lewis, vicepres and radio director of Kenyon & Eckhardt, has been elected member of agency's board of directors. ... Charles F. Janned, ex-lieut. in Naval Reserve, back with William Esty, as "outlet exec."

"Opinion Requested." The Mutual show angled on what can or should be done on behalf of returnees, which has had a run since May, is going out the air at the end of the month. ... General Electric got itself an errand-free-ride on the Kern memorial program review (9). Sponsor of the Nelson Eddy half-hour segment is the converted elevator and power companies. ... Tex Weiner, former radio director for OPA, starts with the Chernow agency as radio director on Jan. 2. ... Night after Thanksgiving Day WABC's Margaret Arlen started asking for Christmas gifts for 300,000 soldiers destined to return to N. Y. harbor on Dec. 24 and 25. A few days later Phil Cook, another ayenor on the station, started asking

for boots. The two of them, they already have enough to supply every one of the 300,000 men with either a boot or gift, or both.

Mort Green, writer, and George Foster, producer, both with WNEB, are leaving to head up an independent package production outfit and freelance. ... Jo Ranson, publicity director of WNEB, has been "summoned" by Brooklyn's historian to work on a new map of the borough. ... Merrill Mueller, new NBC bureau chief at London, left for his post last week. It's expected that Stanley Richardson will come back to N. Y. after Mueller takes over. ... Donald Flamm, of WPAT and formerly WBCA, now also greets clients at Sales Co., sales agents for a new front-wheel drive car. ... Bob Drexman, just out of the Army, the new associate ed in charge of radio for Tide mag. Formerly worked in State of Washington and on KINY, Jackson, Alaska.

Bob Farrell, NBC announcer, who sang small parts with the Chicago Opera Co. on the side, has moved to New York to practice his two-way profession of spelling and yodeling. He opened last Sat. at the United Artists Theatre. ... Libby Selig at London & Rubicam producing the Nancy Dixon shows sponsored by Sanitized, which are broadcast in Los Angeles. ... Sidney Reznick's 15-minute "Show Stoppers" disk series, paid by MCA to the writer, was conceived within a week. ... Len McKenna, the other half of the team (Garth Montgomery) that wrote the "Chiquita Banana" commercial, has left BBDO to join Conpton's radio dept. ... Montgomery recently left BBDO to join Geyer, Corneil & Newell.

Jerry Devine's "This Is Your FBI" (Equitable Life) pyramided to an 11.1 Hoopering, up 3.3 points in the latest tallies, and it's generally agreed it couldn't happen to a nicer (and smarter) guy. ... Robert Maurer, out of the Army, has been associated with Henry J. Kaufman Associates in Washington, is reviving his "No Politics" show, which was aired as a CBS sustainer before the war. It's currently up for sponsorship, with Ernest K. Limer, the D. C. columnist, as producer.

Bob Ferris, ex-Schlock being going into service, and Cy Fisher, who has with General Amusement before going into Air Corps, have joined Frank Cooper Associates handling radio talent and programs. ... ABC Xmas bonus webbed with web over year. ... Milton Wayne, script editor and associate producer of BBDO's "Cavalcade of America," has resigned to freelance.

### IN HOLLYWOOD

Amy Arnell, one-time singer with Tommy Tucker and more recently in the Broadway Stage musicals, has been featured in the new feature vocalists with Abbott and Costello. ... Gruchko Marx was picked up for seven more guest spots with Dinah Shore, making it 13 in all for the season. ... Honolulu Day, which is the Navy operating in the Pacific, has been moved to the 22nd. ... NBC's Joe Alvino opened the prize special event of the year by having the queen of the Pasadena Tournament of Roses chosen at the studio as the hook for a special half-hour broadcast over the entire network. ... Lovella Parsons' quarter-hour spread for Woodbury will have a flexible format so that suddenly-inspired innovations and guest interviews can be jugged without disturbing the permanent elements. ... Frank Mullen ended his "tearful's holiday" and shipped back to New York. ... Fridaure breaks out in the open Jan. 6 with Tyrone Power in "Second Honeymoon" inaugurating the 20th-Fox tieup. Alfred Newman directs the music and Bob Beidl doubles over from the Jack Haley show to produce. ... Clint Jones leaving KNX newroom after first sign to manage KCMJ in Palm Springs, which sends out its first signal Jan. 14. ... Jimmy Sapienter is successful in selling the Bill Goodwin show, which last week, Helen Mack (Mrs. Tom McAvity) will have her third show to produce. Ex-movie star is now rejoining "Beulah" and "Dale With Judy". ... Arch Oboler touring Mexico in a jeep. After chiropractic treatments and his return he checks in at Metro in the triple role of writer-director-producer. ... Philo's "Hall of Fame" dips in Jan. 20 perhaps to finish out the season. ... Stan Groffelt took back east a dozen shows from which Milton Bove and Philip Moore can make a choice as replacement for "Pays to Be Ignorant". ... Dinah Shore will be headoff together with Bob Crosby on the CBS kickoff for Ford Jan. 1. ... Kraft Music Hall and one or two others will broadcast from Milwaukee Jan. 21 when Wisconsin will be celebrating its centennial. ... Edgar Bergen's well pleased with audience reaction at Pasadena Community Playhouse that he went back for last Sunday's broadcast. ... Trying to announce two new shows to the public, proved too much of a foot race for Ken Niles so he gave up "Blondie" and kept "Beulah". ... Not likely that Tom Lewis will take over his duties as radio chief for Young & Rubicam before he returns in February. ... A few weeks on the desert with his frau, Loretta Young, they go to New York for a spell. ... Renewals came through for half dozen shows which should make it a cheery holiday season all around.

### IN CHICAGO

Marian Stwick (Variety) and James W. McGilne of True Mag (Fawcett Publications) getting hitched Friday (21). ... W. E. Long Co. has renewed one year exclusive contract (for platters) with Nancy Martin and Fran Alliance, who will be in charge of the "Breakfast Club" through General Amusement Corp.; also Ken Nordine, announcer, through Vic Brown agency. ... Quaker Oats has been added to client list of Nielsen Radio Index. ... Lt. Howard Miller, recently discharged as signal officer, Third Fleet of Adm. Halsey, has been named program director of WIND.

Orin Tovrov, scripter for "Ma Perkins" shows, released from Navy (7) and back to work. ... Head of ABC Central Division Co-op sales dept., Frank O'Connell, and wife, celebrating new arrival in daughter home Tuesday (11). ... Christmas carols from WGN once again heard on wired-around Michigan Boulevard Monday (17). ... Ninth annual ABC Christmas party for children and employees held Thursday (20). ... Formerly of KPOR, ABC Lincoln, Neb., affiliate, has joined WIND staff here. ... Lauren H. Healy, former Navy II, back to Chicago from European theatre, has joined Encyclopedia Britannica staff as assistant director, public relations. ... Henry Weber, WGN musical director, and wife (Marion Claire) to California (19).

### Schullinger in Mutfi, Manages F-C-B's Radio

Major Karl Schullinger, who before the war was in charge of the American Tobacco radio account at the ex-Lord & Thomas agency, which was subsequently taken over by Foote, Cone & Belding, has joined F-C-B as manager of the agency's radio department in New York. He was in the service three years.

Lee Strahorn is a new exec producer at the agency under Paul A. Rickenbacher, the radio director.

### EARL THOMAS GOES SOLO

Earl G. Thomas has returned from his post as radio director of the Grey ad agency to devote full time to a new local sponsor participation program.

Thomas' new program will be assigned to stations on an exclusive franchise basis, and he will be playing a new pattern of product promotion.

### New Civilians

C. H. Tompkins out of the Army and back at WCKY, Cincinnati, as chief engineer. Other returns at the station are William Helzlsouer, Roy Ballston, Tommy Mitchell, Sidney Ten Eyck, John E. Murphy, Stanton Matlock, Meredith Davis.

Gordon Auchincloss, former radio producer for D'Arcy ad agency and Foote, Cone & Belding, is making plans for getting into radio production while sweating out his Army terminal leave.

Ex-Capt. Bill Shea of the Army Air Corps is back at WNEB's, N. Y., continuing department after more than three years of service.

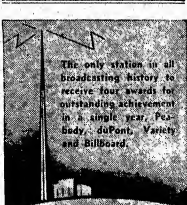
Charles Noble and Bob-Widger, recent discharges, have resumed announcing posts with ABC (Blue).

Merrill E. Jeels, with the Army for the past three years in Special Service, is enlisting and now acting in CBS "Light of the World" and Ted Husing's transcription series.

Dave Zimmermann, originator of the NBC "The Sound of Music" pre-war days, is back announcing for WJZ, Detroit. He returns as station's senior announcer.

George Wright, out of the Army, has been signed by NBC-Radio Recording Division to do an exclusive transcription series featuring novel arrangements in which he plays the organ and piano simultaneously. Wright does the organ chores on the Jack Benny, "particulars," "It's Up to You!" and "Real Stories" shows.

L. Lynn Barnard, in mutfi after three years with the Navy, has joined BBK & O's television dept.



W T A G  
WORCESTER

Chicago's  
ONLY  
24 HOUR  
STATION  
W-I-N-D  
560 Kc. 5000 WATTS

We're NOT Sticking Our Neck Out ...

when we say the best way to make your cash register ring is to tell 'em your story over WIP! There are 5,000,000 of 'em in the signal area of Philadelphia's Pioneer Voice. Our sponsors know it—ask any one of the 1651



370 N. C.  
MUTUAL'S 2nd MARKET AFFILIATE

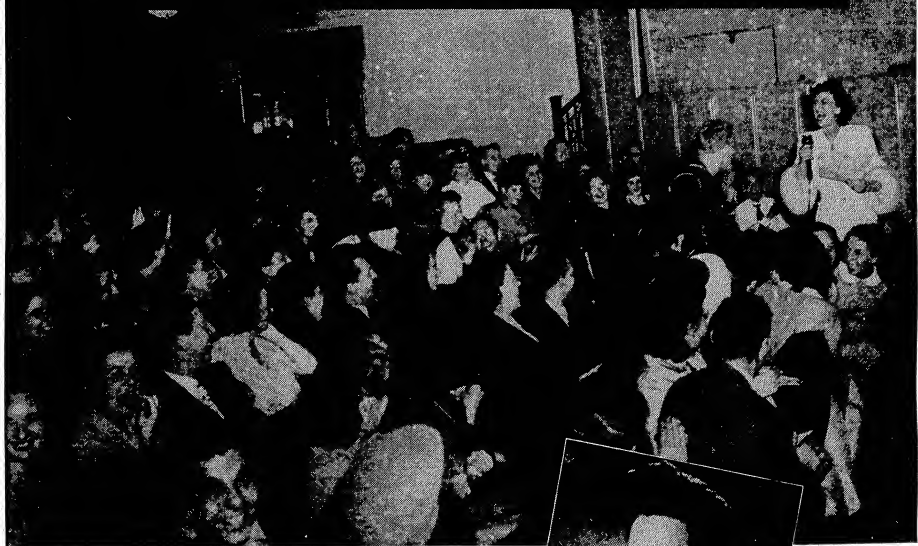
Represented by 1211 Locust St., Rm. 200, PHILADELPHIA, PA.

7 reasons why ABC...  
American Broadcasting Company  
is attracting America's Leading Advertisers

1. ECONOMICAL RATES—Network X costs 42.7% more than ABC per evening half-hour. Network Y costs 28.7% more.
2. REACHES 22,000,000 FAMILIES... who have 92% of the nation's spendable income.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION which builds bigger, more loyal audiences.
5. GOOD WILL through public service programs that give an unbiased, complete picture of vital issues.
6. ENTHUSIASTIC COOPERATION of the 194 member stations for the benefit of advertisers.
7. PRACTICAL TELEVISION—program building on an economical basis.

American Broadcasting Company

... easily one of the funniest audience  
participation shows on the air"—RADIO DAILY



## Season's Greetings To

- Our sponsors of the past year---
- Our many friends in the trade---
- And our thanks to Mutual for the new experience of being---



**Mistress Of Ceremonies  
In Their Hilarious Family Party  
"RAISING A HUSBAND"**

THURSDAYS AT 8:00 P.M. EST

# IRENE BEASLEY

RADIO PRODUCTION SERVICE, 501 MADISON AVENUE, NEW YORK, N. Y. FLora 3-8940

**"MUSICAL GRAB BAG"**

With Buddy Rich, Dorothy Claire, Danny Sullivan, Bob Shepard, emcee; Knack Light's orchestra  
 Writer: Charles Freed Jones  
 Producer: Emmet Paul  
 30 Mins.; Sat., 5 p.m.  
**SONG HITS MAGAZINE**  
 WOR. N. Y.

Donhouse & Co.

"Musical Grab Bag" is one of those hedge-podges that contains a couple of good professional singers, a personable emcee, a guessing from the orchestral world, an amateur contest and some prizes. While the show, productionally, appears pretty much in the bag, it actually does very little except come forth with enough mentions about Song Hits magazine to help boost its circulation.

Show debuted (15) with a dreamy arrangement of "I Can't Begin to Tell You," which was followed by a snappy vocal by Dorothy Claire of "Do You Do?" which rates a nod. After some more characterful amateur singers did their stuff, after which disc jockers and studio audience, the three contestants will be picked to do one professional waxing with Enock Light's orch, which, incidentally, provided some smooth backgrounds for the soloists.

Buddy Rich, former drummer with Tommy Dorsey's orch, and whose own orch is sponsored now by Frank Sinatra, guested on the show and spotlighted with "Aren't You Glad You're You?" It was all okay, with production and scripting smooth throughout.

**"DOCTORS AT HOME"**

With Dr. W. W. Bauer, narrator; Elsie Kummer, Disney Breesie, Florine Serey, Art Van Harvey, Jack Schweber, T. Johnson, Regina Simpson; Norman, Henry Cooke  
 Producer-Director: Norman Felton  
 Music: Joseph Galante  
 30 Mins.; Sat., 4 p.m.  
**WEAF-NBC, N. Y.**

The American Medical Assn., which is no slouch at public relations, went back on the air last Saturday (15) with its "Doctors at Home" series. The service that it should stay at alone, rather than desert their ancient profession for whatever reason they care to give. But somehow the show was never clinched, and by final signature one wasn't quite so sure that this was the intent of the program.

Scriptwise, as well as in production and direction, the job was an adequate one in the dramatic department. It told the story of a doctor flying home to his dangerously ill daughter, her recovery through the use of penicillin, and his medical friend's insistence that he go back to his old pre-war practice. There were movements of suspenseful drama on the stanza, and there were even, through the illusion of a refugee from the Dutch East Indies, some moments of poetry. But the A.M.A. has a message, and that just didn't come through. Cens.

**GEORGE MCCOY**

Sidewalk Interviews  
 15 Mins.; Sat., 11:15 p.m.

WJZ-ABC, N. Y.

George (the real) McCoy is back with his same sidewalk interviews. That seriousness is the flaw in this quarter-hour deal of a Times Square car.

To McCoy all women continue to be "dear," a signifier, and the men "brother." His number is still "50 as the sun sinks." All of which indicates McCoy needs some new material. Just being busy with a rapid-fire delivery isn't enough. The fact is his can't always be the same things.

The announcement sounded as if McCoy will try these interviews once weekly. He's done them before, both for radio station and WEAF, and is now setting up in front of the Astor hotel for WJZ after a couple of weekends of sitting for Stan Shaw on this outlet's all-night stretch. He is also reported to have continued his radio work as a sergeant in Algiers where, surrounded by uniforms, he got a yuck on his standard opening line "Anyone here from out of town?"

But McCoy can wear suspenders again. If he wants to. He won't stick he'll have to do something about material, also adjust as to delivery. He listened as a little rusty,

which may have been due to tension.

What might help McCoy would be to establish a regular assistant of whom to bounce his sallies should his subjects fall down. For instance, one fellow he picked couldn't even remember where he was born. With McCoy's help this guy probably set a record in getting on and off the air.

**"MOTOR CITY MELODIES"**

With Samuel Beavie's orch, Don Large chorus; Orrin Kelly, an emcee; Robert L. Discombe, guest  
 30 Mins.; Sat., 4:30 p.m.  
**WABC-NBC, N. Y.**

This smooth, easy on the ears, half-hour show went back off Saturday (15) with a nice collection of leisurely-paced tunes aimed at giving listeners a chance to relax. The program is held at the office, in preparation for weekend activities. Format follows the type show usually heard late Sunday afternoons, with emphasis placed on Broadway songs from Broadway musicals and films, coupled with one or two novelty numbers.

Show was nicely-balanced between instrumental numbers and vocals, but stuck straight to the music, only break between songs consisting of instrumental transition and emcee Orrin Kelly's intro of the next tune. Some form of emceeing, or more talk of the right kind, could have helped tie the program together, but not break the melodic mood. Program originates in Detroit.

Samuel Beavie's orch and the Don Large chorus did right well by themselves on such numbers as "Night and Day" and "Toy Trumpet," and came up with a novel arrangement of "Chickery Chick" use of the sound effects making the over-played tune easy to take. Unidentified female vocalist, a member of the chorus, lent plenty of good singing to a medley from "State Fair," shining especially in "Might as Well Be Spring."

Robert L. Discombe, introduced as "one of Detroit's popular bartenders," tagged along in the guest star spot, his offering being limited to a solo number, "I Got Plenty of Nuttin'." Singer has a nice set of pipes and packed plenty of feeling into the song, leaving listeners with the feeling he should have been brought back to the mike for an encore.

Sustaining feature, show had no commercials, but Kelly got a general nice plugs for Detroit, characterizing the city as the musical center of the midwest.

**"HATE, INC."**

Producer: Edward Wallis  
 Writer: Caye Christian  
 30 Mins.; Friday, 10-10:30 p.m.  
**Philly: Fellowship Commission WIP, Philadelphia**

This is one of a series of programs which is hitting hard at organizations and agencies engaged in hate-mongering and spreading of anti-democratic propaganda, and doing a good job of it.

Show is sponsored by Philly Fel-

# Unfunny Business

From all indications, the fluff season's in full stride on the top network shows, and the way the boys have been muffing their lines over the past few semesters is probably causing plenty of sponsor-squirling these days.

There's no need for finger-pointing, for you can pretty near circuit the whole dial of network shows and find the boys have been getting lax right down the line. Whatever the cause (lack of rehearsal, sheer carelessness, the purposeful desire to fluff in order to postscript a dubious ad lib), it's generally agreed it doesn't add up to bigtime commercial radio.

The producer doesn't like it, the agency doesn't like it, the client who lays in the line for plenty of moola is asking "What gives?" and the listener must be getting pretty fed up with those over-cute cover-up tag lines.

Rose.

lowship Commission, which is composed of eight organizations working for creating tolerance and unity among different races, religions and nationalities headed by Philly Quaker organizations.

Program caught was factual dramatization of tieup between certain former U. S. Senators and alleged seditionists, using thinly disguised names, but obvious to anyone who was being referred to in expose. Script was fast-moving and packed with interesting facts and figures. ditto. Its good propaganda, yet good listening. —Shal.

**"WE INTERRUPT THIS PROGRAM"**

Writer-Producer: Bill Bethram

60 Mins.; Dec. 7, 1:30 p.m.

WSYR, Syracuse, N. Y.

WSYR, of Syracuse, N. Y., is another of the public-service minded radio stations. However, in the full-hour Pearl Harbor anniversary show (7), a bit of a little more than it can produce. It's too bad that the meritorious features weren't cut down to solid half-hour show, rather than be permitted to ramble on their patriotic course.

However, a show is bound to become unwieldy when it calls for a dramatic script, the presence of a couple of millionaires singing both pop and longhair numbers, cut-ins from Washington and Hawaii, the "Big Concerto," the participation of Brig-Gen. Leonard Diller, chairman of the "Winter Song," and crooner Allen Lane singing "What a Difference a Day Makes."

The foregoing should be enough to give any show sparkler, however, WSYR's ops lost out because of a very weak scripting job throughout. In addition to a poorly constructed cast that performed in the dramatic portions, some which the show got its title, "We Interrupt This Program," the buzzing phrase broadcast throughout Dec. 7, which will be remembered in infamy, told of the many lives were lost (and interrupted) because the Japs and Germans had to be defeated, etc. It was a good thing, although it didn't help, as it came over the airwaves, that the show was for its public-service-mindedness.

**"ARE YOU A CHARACTER?"**

With Les Dahlman, Abe Patterson, Izzy Izzy, Jack Zero; John Neal, emcee

Writer-Producer: Dahlman  
 Director: Bob Hergenson  
 15 Mins.; Mon. and Thurs., 7:45 p.m.  
**Sustaining WINS, N. Y.**

Broadway's shimmering stardust is being brushed aside by Lou Dahlman, who's making it his mission twice weekly to bring to WINS (N. Y. indie) nuke fabulous characters who until now have been permitted to go on their anonymous way.

On the first program (13), Dahlman quizzed Jack Zero, gawriewr's consultant, who hangs out at the corner of the Broadway's most frequented drugstore—that is frequented by gag writers who want to test their material on him. His stool at one end of the soda fountain is his domain, and between cokes he listens to their efforts and then charges them for his time.

Second character was Abe Patterson, general supervisor of the New Amsterdam Theatre Building, and for 42 years working in the building in one capacity or another, starting with Flo Ziegfeld's ownership.

Then Izzy Izzy, Manhattan citizen who manufactures cigars in the window of his I Make 'Em, You Smoke 'Em store, was given five minutes to talk about the non-profit employment agency he runs on the side. Seems he's the first one to know when a sileary or restaurateur needs a half-check girl, waiter, etc. Those looking for such jobs flock to him for info.

One can see why all this is dished up under the title "Are You A Character?" Listeners who want to be put in the same category should only write in if they qualify, as the list is dispatched. While the show has its all-time characteristics, it's questionable whether the presence of persons with pungent dialects is in good taste. Dahlman himself is guilty of injecting a little too much slang into his voice and script. It contrasts too sharply with announcer John Neal's fine, polished diction.

**"ORCHESTRAS OF THE NATION"**  
 Kansas City Philharmonic, with Effren Carr, emcee  
 Producer: Edwin Balke  
 Announcer: August Vogt  
 60 Mins.; Sat., 3 p.m.  
**Sustaining WEAF-NBC, N. Y.**

NBC continued its public service of presenting leading symphonic orchestras of the country to a nationwide audience, by inaugurating its "Orchestras of the Nation" series for the third consecutive year Sat. (15). Series calls attention once again to the wealth of symphonic music in this country, and to the high average of symphony orchestras in cities like New York, Boston and Philadelphia.

Seventeen major symphonic groups

(Continued on page 32)

**ART FORD**  
 Star of WINA  
**HOWIE'S**  
 HAS THE HIGHEST CULINARY CROSSELY IN TOWN!  
 LUNCHEON • DINNER AFTER • THEATRE  
 Your Host—SAMUEL A. MORWITZ  
**HOWIE'S**  
 1307 6th Ave.—at Good St.



## PINKY LEE

Beginning 4th Consecutive Year

## EARL CARROLL'S HOLLYWOOD

AND NOW UNDER CONTRACT

REPUBLIC PICTURES CORP.

RUDY VALLEE-DRENE SHOW  
 NBC THURS.

**NANCY MARTIN**  
 ("Breakfast Club")  
 Exclusive one-minute transcription continues with The W. E. Long Co. November 18, 1945, to November 14, 1946.  
 Agent: HAROLD LEE, CHICAGO

**WDRS-FM**  
 Christmas Greetings from WDRS Inc.  
 Operating WDRS and WDRS-FM  
 Connection's Pioneer AM and FM Broadcasters

**Chicago's BEST NEWS SERVICE**  
**AP-UP-INS**  
**W-I-N-D**  
 560 Kc. 5000 WATTS

**JOHN TILLMAN**  
 CBS Announcer  
 Serving in the Army



# 170 New Licenses Sought in Canada, 71 Want FM, 9 Video, 4 Facsimile

Toronto, Dec. 18.

With Canadian daily and weekly newspapers prominently in the lead, there's a scramble for Federal licenses governing the establishment of new private commercial stations, according to a Dept. of Communications check. Applications already submitted, now that waiting regulations on technical equipment are easing off, total an even 170. The list, broken down shows 87 applicants for standard band stations, 71 for FM, nine for television, and four for facsimile.

First established station to apply for television facilities is CKEY, Toronto; the two Canadian dailies are The Ottawa Citizen and The Hamilton Spectator. T. Eaton Co. Ltd., Canada's largest department store, is also applying for television rights.

Leading off the FM applications is the Board of Education, Toronto. Stations up in the lead include CKEY, CKOC, Hamilton; CFBF, Brockville; CPOS, Owen Sound; CHUM, Toronto; CKFR, Port Arthur; CHPS, Perry Sound; CKPC, Brantford. The Toronto Globe & Mail, Canada's largest morning daily, leads a score of Canadian newspapers seeking FM franchises. Also other publishers have applied for standard band allocations.

**Singin' Sam**  
 Managemo  
**LAWRENCE GOLDEN**  
 743 7TH Avenue New York 22, N.Y.

## MBS, WRR, Dallas, Foster Slapped by Slander Suit

Dallas, Dec. 18.

The City of Dallas, the Municipal radio station WRR, Cedric Foster, radio commentator, and the Mutual Broadcasting System were named defendants in a \$100,000 suit filed here Saturday in the 116th district court by W. H. Lovejoy of University Park.

The suit alleged that Lovejoy's character was defamed by a broadcast over the Mutual network by the commentator on Dec. 18, 1944. He further alleged in the petition that Foster read over the network a confidential letter criticizing a previous broadcast by the commentator for displaying extreme racial hatred.

Lovejoy claimed he was hounded by hundreds of anonymous telephone calls threatening him, and that local police offered to protect him.

## Bing-Kraft

Continued from page 25

for the Kraft Music Hall, as a personality for some weekly bypass with Frank Morgan, not as an orch leader.

Morgan, in as the substitute show for Bing Crosby, has reportedly been asked for the remainder of the season, supposition being that, in the event Crosby does return to the Kraft fold, Morgan will be teamed up with him.

Washington—FCC last week granted the petition of the five Philadelphia FM stations to operate less than six hours a day and to become temporarily inoperative while they convert to the higher frequencies. They are due back on the air Jan. 1.

## ANA

Continued from page 25

clear. But the ANA wants its own radio council to give the advertisers a better understanding of government restrictions.

Measurement: With Hooper and Crosby still being used as a gauge of increasing importance, and those ratings affecting their products, the advertisers want to have some that measurements and ratings are all they're cracked up to be.

Establishment of the ANA's own radio council was decided upon two weeks ago at the organization's first postwar convention in New York. Until now, however, the entire project has been under wraps, and officers of the association who were instrumental in having the council evolved have refused to discuss exactly what the new outfit will do for the advertisers.

Paul West, proxy of ANA, is now looking for a man to head up the radio council. It's a job for a man who understands every phase of radio, from time sales to programming, labor relations and FCC regulations. It could be one of the most influential jobs in radio.

The organization's interest in the labor union situation, government rules, and measurements were not included in a statement prepared for Variety by West, but those factors are known to be in the future. West's full statement follows:

"The establishment of the radio council is a natural step growing out of the development of radio as an advertising medium of major importance. Advertisers so largely determine the editorial or entertainment content of the medium that they have special responsibilities to assure that their practices and policies, together with those of the broadcasting industry, meet with the approval of the listening public.

"It is also of real importance to all parties concerned with radio that broadcasters are fully and continuously apprised of the needs of national advertisers who, in the final analysis, pay the bills. For instance, factors such as rising costs could conceivably make radio uneconomic and less effective as an advertising medium, to the detriment of all parties concerned.

"Radio users can be assisted in meeting their special responsibilities by having their interests and needs crystallized through their own Association. Therefore, the radio council has been set up to keep advertisers fully informed on all matters affecting broadcasting, and to represent and interpret the needs of advertisers to the broadcasting industry.

## Same Old Tune

Continued from page 25

primarily concerned with radio's potency as a sales medium?

The guys frankly confess that it isn't healthy, that the Bennys, the Bergens, the Allens, the Fibbers, the Hopes and the Cantors won't be around forever—and nobody's coming up to take their place.

Incidentally, that's part of the thinking with which Doug Coulter, CBS' voice, has approached the job on commercial program development at the network. Coulter acknowledges that it's pretty much putting yourself out on a limb—inviting sponsors to forsake the tried-and-true and help develop talent that's definitely around, but whose potentialities as star material hasn't as yet been realized. Coulter's conviction that, properly backed with good scripting, there are half a dozen upcoming comedians who could make the grade; instinctively you can sense that the technique is there, the sense of timing and the know-how. But thus far they've either been loused up in radio or not given the proper start.

It's not exactly a trade secret that CBS is more than a little disturbed over the virtual NBC monopoly of top rating comedy shows. But since the web can't match a Hope with a Hope, it's taking a long-range view, regarding the refrain that some day the Hopes won't be around and, just as NBC nurtured the top comedies through the years, so can CBS eventually become top contender by developing the new guy. Strictly a loush and a gamble, but many contend that it's worth looking that far ahead.

## Bally for New KLZ Farm Service

## Skeds 2-Day Shindig for Preem

Denver, Dec. 18.

A new type of farm program, which is getting big advance billing throughout the Rocky Mountain area, will be aired across-the-board by KLZ, beginning Jan. 11.

KLZ now has one farm service show, aired at 6:15 a.m., making up a half-hour package with the station's 6 a.m. news. Last March, the outlet started a survey, first in this part of the country, to find out from farmers what's the best time for another special agricultural show, what they'd like on it, etc. As a result of that survey, the new program, titled "Farm Reporter," has been skeddad as a second strip, in the 12:45 p.m. slot, preceding a 15-minute news period.

"Reporter" will be conducted by Lowell Watts, who was discharged from the Army Air Forces in September. Before he went into the Army, Watts was a leader in 4-H Club work. He is a graduate of Colorado A. & M. and was a member of livestock judging teams throughout the state. His father is a dairy farmer in Larimer County.

After graduation, Watts studied farm radio work at WLW, Cincinnati.

Six hundred farm leaders have been invited to attend the "Farm

Reporter" preem show here on Jan. 11. The preceding night, a dinner will be held to dedicate the program, at the Commodorian hotel here. Speakers will include Sec. of Agriculture, Clinton Anderson, Gov. John C. Vivian, and Dr. Roy M. Green, proxy of Colorado A. & M.

KLZ has received the Vassar showmanship award for outstanding program organization, as well as honorable mention from the Institute for Education by Radio.

## PHILCO 'HALL' TO AIR CRUX' WINNERS

New York Film Critics' Circle, giving the vote in search of a prestige alter on which to present in person the annual top award winners, cast its vote in favor of Philco's "Hall of Fame."

Formal presentations will be made on the Jan. 20 broadcast, which will originate on the Coast over ABC. Aired will also celebrate the Circle's 10th anniversary.

John T. McManus, of PM, chairman of the Circle, will emcee the program, which will round-robin the country for cinematic highlights and tributes.

The Swing is to WHB in Kansas City

## Merry Christmas from WHB!

Our "present" to WHB advertisers is the Christmas season. The showings shown in the table below. Advertiser or agency, you'll like doing business in the Christmas season. Get the "agency point-of-view," where every advertiser is a client who must get his money's worth in results. Swing along with the happy medium in the Kansas City area!

NEW YORK CITY 15... Longacre 2-1926  
 CHICAGO, 2... West... Adler 5448  
 ST. LOUIS... Washington 8... Suter 1331  
 SAN FRANCISCO... Pacific Building... 1923  
 LOS ANGELES, 13... Michigan 1291  
 KANSAS CITY, 6... South St. Hotel... 1923  
 KANSAS CITY, 6... Morris Building... 1161

KEY STATION FOR THE KANSAS STATE NETWORK

	WHB	Station	Station	Station	Station	Station
	27.9	23.0	14.4	14.1	13.0	8.5
	23.2	21.3	20.1	13.3	9.6	1.1
	15.5	20.3	20.3	13.3	9.6	1.1
	18.3					

## How are you Fixed for Vitamin A?

Corrals are an excellent source of Vitamin A and Vitamin A improves vision, promotes growth.

Many advertisers are getting their business Vitamin A from the **Beeline**, which improves their sales and definitely promotes growth.

The **Beeline** with its 42 primary counties is the only combination of stations that properly can cover the California Central Valley plus Western Nevada.

WHAT the **Beeline** is... not a regional network but a group of long established key stations, each of the favorite in its community... combined for national spot business.

See the **McClatchy Beeline** rate listing, first under California in Standard Rate and Data.

McClatchy Broadcasting Company



# NBC-RCA Tint Video Steals Show, But CBS Hits Back in Competish

Jumping the gun on CBS in the color television field, by staging a successful demonstration of tint video at Princeton, N. J., Thursday (13), RCA-NBC execs further took the wind out of the Columbia's sails by declaring simultaneously that any practical color system was still at least five years away. In addition, RCA heads emphasized their point that black-and-white television on the lower frequencies is ready for commercial use.

CBS expects to climb back into the ring at its own color demonstration scheduled for early January. Disagreeing with Brig. Gen. David Sarnoff that no color receiver has yet been perfected, CBS engineers hope to show that progressive experimentation in the upper portion of the spectrum is feasible now by demonstrating a new receiving set equipped to show both black-and-white and color images. It's understood that the web's engineers have developed the new receiver to a point where it can be manufactured commercially, but will withhold discussion of its technical points until the forthcoming demonstration, at which they will spotlight its feasibility by first using it to project monochromatic pictures, then switch

the same set over to pick up trichromatic images.

RCA execs emphasized at last week's demonstration that they had nothing new to show in color video but believed that, after the FCC had had his say, the time had come for commercial television, and with the end of the war, it was the right time to make a big splash. The demonstration consisted of a live talent show picked up directly by the RCA color camera at Princeton, and transmitted through the air to a screen about 2 1/4 miles away on a 10,000 mc. channel, believed to be the highest yet used in video experimentation. Action was reproduced with all the colors visible to the eye, but the images showed a tendency to flicker because, using the same 52.5-line picture as in black-and-white, the scanning field was enlarged from 120 frames per second to 20 frames per second.

Without mentioning CBS by name, Sarnoff alluded to that web several times by declaring that RCA had "too much to lose" in a conflict with those who believe that color is ready now for commercial purposes. The RCA execs pointed out that the color system used was the same as that tried and discarded by the System Development Laboratory in 1911 and that his company had demonstrated the same system before the war. System was entirely mechanical, working through three colored discs revolving before the camera and synchronized with similar discs in the receiving set. According to Sarnoff, RCA was holding back its color now because it believed the only satisfactory system would be a non-mechanical, all-electronic system utilizing tubes instead of the discs, which, he said, would take at least five years to develop.

To back up its statement that black-and-white video was now ready for the home, RCA showed a easily-improved monochromatic images transmitted to Princeton by radio from WNBC's transmitter in New York, a distance of more than 47 miles. Produced by an all-electronic system, the pictures demonstrated a clarity and detail practically equal to that received in modern motion pictures and bright enough to be seen in a fully lighted room on a large size screen. Three-dimensional images, produced by special polarized filters in the camera and receiver and polaroid glasses worn by the spectators, were also shown but RCA engineers declared the system even farther away than color.

Frank M. Folsom, exec vice president of the RCA Victor Division, demonstrated new home receiving sets which, he said, were being rolling off the production lines early next summer. Instruments included direct-viewing table model sets with screens ranging in size from 4 1/2 inches to 8 1/2 inches and designed to retail from \$200 to \$300, with larger models in the same line providing standard broadcast reception. RCA also plans projection-type receivers, sell for about \$500 and will be equipped with standard and FCC broadcast facilities. RCA-Victor is presently accepting orders for new video transmitters that will be available by next fall, Folsom added.

## Color of Competition

Paul Kesten, CBS exec vice president, pulled a neat publicity stunt last week by lying in with the big story on RCA's color demonstration for the press at Princeton, N. J. In such a way that he could offer his congratulations but still maintain he was right in declaring that color video was not ready for commercial use now.

Realizing that practically each of the more than 50 representatives attending the demonstration would call him for comment, Kesten was a "contingent" of the department prepared for them in advance. CBS exec said the demonstration was a "splendid answer to the challenge" his web offered in April, 1944, but that the statement of Brig. Gen. David Sarnoff, RCA exec, that color was still five years away was a "very nice estimate" from "three to four years longer than we believe it will take."

## WBKB Raises Plug Time To 3 Mins. in 15, Hits 'Old Medium' Concepts

Chicago, Dec. 18.—New video policy in spot commercials was inaugurated Thursday (13) at WBKB by Captain William C. Eddy, in charge of the Chi outlet, as part of the general plan of program experimentation. Pitch was a three-minute spot sponsored by the Elgin Watch Co., which reduced the regular program segment to 12 minutes.

After several weeks trying various break lengths the local video directors decided that the orthodox 20 or 40 seconds were not sufficient for a visual message, and contributed nothing to the tele program. Working without precedent, they lengthened the station breaks gradually until the present 2 1/2 minute time was reached, in an attempt to meet the added requirements placed by visual plus audio appeal which had to be used. In the traditional few seconds, there was time only for a quick flash of the sponsor's products and a few words. Backlashed selling will be the angle plugged in the new spots, with dramatized shorts worked into the regular program situation, since local people felt that, after sitting in a darkened room for 15 or 30 minutes of entertainment, audience would never stay for the commercial of the show which, after all, is the most important to the sponsor.

## King's CBS Tele Deal

### On Thanks for Looking

John Reed King is negotiating with CBS to continue on WCWB, its N. Y. tele outlet, in one of his package shows, probably "Thanks for Looking." Likely will begin soon after Jan. 8, when "Misses Goes-A-Shopping" checks off WCWB.

## Kodak, Ansco, du Pont Affiliate With TBA

Further evidence of the film industry's interest in television was the entry last week of the Ansco Division, General Aniline & Film Corp., N. Y., as an affiliate member in the Television Broadcasters Assn. Monroe H. Sweet and James Forrester were named to serve as Ansco representatives to TBA.

Other film manufacturers already affiliated with TBA include the Eastman Kodak Co. and E. I. du Pont de Nemours.

## Heart's Frisco Tele Bid

Washington, Dec. 18.—Heart Publications, Inc., has filed for a new commercial video station at San Francisco. Application, announced last weekend by FCC, calls for operation on channel No. 4, 66.2 mc.

Heart is also bidding for stations in Baltimore, Milwaukee and Pittsburgh.

## D. C. VIDEO HEARINGS

Washington, Dec. 18.—FCC chairman Paul A. Porter announced today (Tues.) that he personally will preside over the Washington, D. C., television hearings, slated to open Jan. 21 and to continue through Feb. 1.

# Tightwad Video Budgets Anger Chi Directors, Seek Higher Standards

Chicago, Dec. 18.

Indications at Chi's big video outlet, WBKB, point up studio directors' disgust at shoestring policy of local television sponsors. Muttled breaks are being heard of steps to be taken toward forcing improvement of video shows. Plans already under discussion include the setting of a flat minimum cash amount for production expenditures before a show will be accepted by the station, although nothing of this sort has become an actuality. However, there have already been cases where applications for time have been rejected because of a proposed show's poor quality.

Complaint is that few sponsors here have expended much thought or effort on their teleshows. Commonwealth Edison and Elgin Watch are a couple of exceptions to the rule, with the former's "Telegenic" Show one of the top video attractions. Elgin is still experimenting and, in the process, picking up valuable tips for itself and for the station.

Some sponsors seem to think that money put into television now is charity of a sort, and that the smart operator will spend as little as possible on video productions. Studio people, on the other hand, feel that this sort of thing only retards progress, and that sponsors should use these relatively early days of television to work toward the future. The

visionaries see circulation of television sets on a general basis within a year. Commercial outlets, say they, have better to do with good shows then, because the day will come shortly when television segment cost will approximate that of radio.

Letters have gone out to various potential sponsors inviting them to present their "trial" shows, with no service charge for experimental time. This offer, according to WBKB people, should not only build good shows and potential talent for the future, but will attract potential sponsors to the video medium.

## WYLLIS COOPER'S TELE, PIX POST AT COMPTON

Wyllis Cooper has slipped out at Compton agency as chief program supervisor to take complete charge of the agency's television and motion picture activities. Cooper recently returned from the Coast where he produced a series of tele and film for the major film companies. The agency has already appropriated funds for establishing a tele and film studio in New York, where all operations will take place for some time to come.

Succeeding Cooper as program supervisor is Brian Disque, who joined Compton as assistant program head. New hands to work with Cooper include Jim Manille, Evelyn Byrd and Ann Mitchell.

At this time of year...WLS is always busy...With the WLS Christmas Neighbors Club And tabulating another million letters...And planning more and better service For next year—

But never too busy To pause a moment And wish you

*The Season's Best!*

WLS  
STATION

WILLIAM B. RUTHER  
President  
GEOFFREY J. BAKER  
Manager

CHICAGO 7

REPRESENTED BY JOHN BLAIR & COMPANY



"Pinch me, Susie! It... it can't all be Wheaties!"

## Publishers Delegate MPPA's Douglas To Improve Printing Facilities

Music publishers, who were consistently hampered during the war by the lack of printing facilities, have decided to do something about the problem. At a meeting of the Music Publishers Protective Assn. last week, Walter Douglas, chairman of the organization, was delegated to survey the various companies that turn out sheet music, folios, orchestration, etc., and devise ways and means of helping these printers boost production and, if necessary, dip up new printers and apportion a share of the work to them.

Big problem with printing is due to the fact that during the war years, there was a tremendous increase in music sales. As a result, facilities that were adequate in 1940 are hopelessly inadequate now. Publishers do not intend moving their accounts from current printers. They simply wish to do whatever is possible to get faster service. Failing in that, new sources will be unearched and developed.

Publishers feel that the printers who have been doing their work for years did a substantial job during the war, when paper restrictions

hampered all printing establishments. But now the war is over, and they cannot afford to allow demands for music to go unanswered due to the inability of printers to produce.

### Dailey Reelected

Frank Dailey, operator of the Newtbrook, Cedar Grove, N. J., was reelected to the executive board of Newark local 16 of the American Federation of Musicians. Term is for two years as of Jan. 1.

Elections were held Friday (14).

### DECCA GOES POETIC

Hollywood, Dec. 18. Series of dramatic readings, including familiar patriotic poems, is being recorded by Decca with top film names. Among them Victor Young's orchestra supplying the musical backgrounds.

Stars signed for the series include Bing Crosby, Sydney Greenstreet, Brian Donlevy, Walter Huston, Donald Crisp, Agnes Moorehead and Pat O'Brien.

### 10 Best Sheet Sellers

(Week Ending Dec. 15)

It's Been Long Time.....Morris  
I Can't Begin Tell You.....BVC  
It Might Be Spring.....Williamson  
Chickery Chick.....Santley-Joy  
While Christmas.....Berlin  
Symphony.....Chappell  
Wailin' For Train.....Block  
Some Sunday Morning.....Harms  
Till End of Time.....Santley  
Feeling In Moonlight.....Pioneer

### ROOFED AMPHITHEATRE MAPPED FOR CHICAGO

Chicago, Dec. 18.

Proposal for a \$1,500,000 concert amphitheatre, large enough to accommodate 25,000 people, and to be equipped with a movable roof for protection against weather, to be constructed on Chi's lake front in 1946-47, was announced by the Park Board Monday (17). Tentative budget calling for \$652,362 for early construction will be voted on Friday (21) by the City Council.

Should project go through, bowl will be completed some time in 1947. Novel roof will cover 10,000 of the 15,000 permanent seats in case of rain, swinging on rollers from behind either wing of the stage.

## NBC, CBS, ABC, Mutual Plugs

(Peatman System)

Aren't You Glad You're Young.....BVII  
Chickery Chick.....Santley-Joy  
Come to Baby, Be.....Harms  
Dearest Darling.....Advanced  
Gee, It's Good to Hold You.....Criterion  
I Can't Begin to Tell You—"Dolly Sisters".....BVC  
If I Loved You—"Carouse!".....T. B. Harms  
I'll Buy That Dream—"Sing Your Way Home".....Harms  
I'm Always Chasing Rainbows.....Miller  
In the Middle of May.....Crawford  
It Might As Well Be Spring—"Swing Parade 1946".....Harms  
It's Been a Long, Long Time.....Morris  
It's Only a Paper Moon—"Two Tunes to Know".....Harms  
Just Little Fond Affection—"Swing Parade 1946".....Harms  
The Last Time I Saw You.....Harms  
Let It Snow.....Morris  
Lily Belle.....Morris  
Love Letters—"Love Letters".....Famous  
Oh, Brother!.....Bourne  
Slowly.....Valley  
Some Sunday Morning.....Harms  
Symphony.....Chappell  
Temple.....Criterion  
That Feeling In Moonlight.....Pioneer  
That's For Me—"State Fair".....Williamson  
Till the End of Time.....Santley-Joy  
Wailin' For the Train To Come.....Block  
Walkin' With My Money.....Republ  
White Christmas—"Holiday Inn".....Berlin  
You're Nobody—Somebody Else.....Southern

† Flutted. \* Legit Musical. † BMI Licensed.

## Music... Our Common Heritage carries a real meaning for Christmas... 1945

**D**ECK the halls with boughs of holly, fill the air with joyous song—Christmas, 1945! And what a Christmas it will be—the first real Christmas in five long years.

A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance—commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

### ED MARKS A VICTIM OF PNEUMONIA AT 80

Edward B. Marks, one of the vets of the music publishing business and one of the handful of men who have become millionaires through the development and sales of popular music, died Monday (17) in Nassau Hospital, Miramonte, L. I. of pneumonia. He was 80 years old and active at the head of his vast music holdings until a few days before his death.

Marks started the current E. B. Marks Co. in 1894 in partnership with Joseph W. Stern. In February, 1944 the company celebrated its 50th anniversary, whose name it then bore. He started in business with a song titled "December and May." The success of this tune started the pair as full-fledged publishers since, up to that time, Marks had continued in his prior trade as salesman of novelties.

In 1920, Joseph W. Stern Co. was reorganized as E. B. Marks Music Corp. with Marks, who was president, continuing in that capacity. After that first tune, the publishing venture marked numerous hit songs and slowly developed into one of the valuable catalogues in the music business. Today, most of its activity revolves around the "catalogue melodies" amassed during its early days, plus one of the most extensive Latin repertoires in the industry. However the firm continues to market "pop" songs, its last success in that category being the recent "Paper Doll," written originally in 1922, but not made into a real hit until two years ago by a Mills Bros. recording.

Marks was born in Troy, N. Y., the son of a German immigrant who originally was a cantor in a Berlin synagogue. In Troy the father was a fireman, the father of four sons the eldest of which was E. B. In addition to the latter's publishing achievements, he was also a songwriter and is listed as composer of "My Mother Was a Lady" and many others.

Long a member of the American Society of Composers, Authors and Publishers, Marks, in 1940, withdrew his firm from that organization and transferred its performance rights to the then newly formed Broadcast Music, Inc., which grew out of the ASCAP-radio performance rights field. With BMI, the company drew a guarantee of \$500,000 performance royalties yearly on a five-year contract, an agreement that was renewed this past summer following a dramatic court battle between BMI and ASCAP over the rights to songs published by the company that were wholly or partially written by ASCAP members. Action retracted in a defeat for the Marks-BMI combine.

Marks is survived by his widow, the former Miriam C. Cluck, whom he married in 1893; a daughter, Miss Edgar K. Simon; and two sons, Edward B. Marks Jr. and Herbert B. Marks, both associated with him in the music company. He also leaves two brothers, Mitchell B. and Max B. Marks.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

**BROADCAST MUSIC, INC.**  
580 FIFTH AVENUE • NEW YORK 19, N. Y.  
New York • Chicago • Hollywood







## Music Notes

Bronislav Kaper, borrowed from Metro, will compose and conduct score for "The Stranger" at International... Nathaniel Shilkret doing background music for "The Hoodlum Saint" at Metro... Masha Bekasinskoff linked as musical director on "Murder Is Unpredictable" at Columbia... Werner Janssen scoring "A Night in Casablanca" for David L. Loew and the Marx brothers... Paul Sawtelle doing special background music for "Perilous Holiday"... Kim Gannon and Don Raye, both lyricists, collaborating on a song, with Gannon doing the music... Erle Wolfgang Korngold composed an original score for use in the ballet sequences in "Escape Me Never" at Warners... Alex Laszlo signed as musical director on William Wilder's "The Glass Alibi"... Martin Skiles composing the score for "Gilda" at Columbia.

Arnold Shaw commissioned by Decca Records to do a book on Bing Crosby... Warren Brown, brother of Les Brown, joined the musical publishing company in which the leader is a partner... Mac Green, now Coast rep for Fault-Finder.

## British Best Sheet Sellers

(Week Ending Dec. 7 '45)

London, Dec. 7.  
Love With 2 Sweethearts, Diah Gypsy ..... Maurice  
Bell Bottomed Trouser, Connelly Under Willow Tree, Macmelodies  
I Hope To Die ..... Connelly  
Five Said It Again ..... Connelly  
Carolina ..... Dash  
Coming Home ..... Maurice  
Blue Serge Suit ..... Victoria  
There Must Be A Way ..... Wood  
Chewing Piece Straw ..... Wood  
Symphony ..... Chappell

Paul Chapman takes over as vocalist with Jimmy Dorsey's orchestra when it opens at 400 Club, N. Y. Xmas Day.

## 10 Best Sellers on Coin-Machines

1. It's Been Long Long Time (11) (Morris) ..... Bing Crosby ..... Decca  
2. Might As Well Be Spring (4) (Win'ston) ..... Harry James ..... Columbia  
3. I Can't Begin to Tell You (9) (BVC) ..... Margaret Whiting ..... Capitol  
4. Chickiey Chick (4) (Santley-Joy) ..... Bing Crosby ..... Decca  
5. Symphony (10) (Chappell) ..... Harry James ..... Columbia  
6. That's For Me (5) (Williamson) ..... Sammy Kaye ..... Victor  
7. I'll Buy That Dream (6) (Burke) ..... Gene Krupa ..... Columbia  
8. Blood Sailor (8) (Mills) ..... Freddy Martin ..... Victor  
9. (Till the End of Time) (Santley-Joy) ..... Andrew Goodman ..... Columbia  
10. Walking With My Honey (1) (Republic) ..... Perry Como ..... Decca  
..... Carmen Cavallaro ..... Decca  
..... Sammy Kaye ..... Victor  
..... Artie Shaw ..... Victor  
..... Harry James ..... Columbia  
..... Andrews Sisters ..... Decca  
..... Perry Como ..... Decca  
..... Carmen Cavallaro ..... Decca  
..... Sammy Kaye ..... Victor

## Thanks to These Artists My Christmas Sock Is Full



MERRY XMAS  
To  
STAN KENTON  
KING COLE TRIO  
PEGGY LEE  
KING SISTERS

Carlos Masul

## 12G Payola Probe Fund Accounting Sought By Those Nicked Year Ago

Now that the Peatman system has been installed as the yardstick of measurement for plug-song evaluation, and Johnny O'Connor, replaced by Bob Miller, as president of the Music Publishers Contact Employees' union, major pubs who contributed to a fund last year to investigate the "payola" situation are again getting curious.

These publishers, all majors, would like to know what happened to the money they put up last year to finance the investigation and apprehend violators. Fund is said to have amounted to \$12,000.

So far, there has been no indication of how the money was used. Several times during the past year or so, the contributors endeavored to ascertain the use to which the coin-was-put, and whether it had uncovered any irregularities, but no definite facts have been advanced.

## Decca, Ltd., Delivers Solid Coin Statement

Decca Record Co., Ltd., British counterpart of the American firm, shows a balance as of March 31, of 12,128 pounds and recommended a final dividend of 79 1/2% less tax on ordinary shares, making a total dividend for the year of 112 1/2% less tax. Net liquid assets of the firm amount to 25,385 pounds exclusive of the holdings of Decca Inc. shares.

Sir Cyril Entwistle, chairman of the company, in a March 30 review of the firm's status cited as the outstanding achievement of the company during wartime years, the Decca navigator, which records the exact position of a ship or plane. He also said that they had perfected a revolutionary method of recording and will manufacture an improved photograph which will strengthen them in the export market.

Entwistle declared that the home trade had been starved during the war years, but situation is improving. He cited the value of their catalog and stated that exports had already begun with an initial shipment of 2,000 disks to Sweden and South Africa.

## Sherwood Late

Memphis, Dec. 18

Weather interference with plane schedules prevented Bobby Sherwood's orchestra from reaching Memphis in time to open on schedule Friday night (14) in the Balinese Room at Hotel Claridge.

Owen Elkins yanked it for the night and a ten dance Saturday afternoon.

TOP HIT OF YESTERDAY  
GREAT POPULAR  
STANDARD TODAY

TEMPTATION

Lyric by ARTHUR FREED  
Music by NACIO HERR BROWN

Published by  
ROBBINS MUSIC CORPORATION

For new disk copies and arrangements, write or phone  
PHIL KORNFELDER, Manager  
Standard Expedition, Dept.  
The Big 3, 1619 Broadway,  
New York 19, Circle 6-2939

## MILLS TOP TUNES

THE BLOND SAILOR  
I CAN'T BELIEVE THAT  
YOU'RE IN LOVE WITH ME

WELCOME HOME  
JAZZ PIZZICATO

MILLS MUSIC, INC.  
1619 Broadway, New York 19, N. Y.

Eddie Condon  
Opening  
THURSDAY DEC. 20th  
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Eddie Condon & Ernest Anderson Present

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& SUPPORTING JAZZ ARTISTS AT TOWN HALL, THURSDAY, DEC. 21 AT 8:30

# EDDIE CONDON

4th CONCERT—5th SEASON—SATURDAY, JAN. 5 at 5:30  
Town Hall  
PRESENTING A TYPICAL AMERICAN JAZZ  
GROUP OF FAMOUS JAZZ ARTISTS

## On the Upbeat

Gene Krupa moves into the Hollywood Palladium Christmas Day, to be followed by Bob Crosby Feb. 8, and Billy Rich March 10. . . . Bob Mohr mustered will play Republic studio's annual Christmas party for the sixth straight year. . . . Ted Fio Rito opens at Meadowbrook Gardens, Culver City, Dec. 24, followed Jan. 8 by Benny Goodman. . . . Capitol Records released albums II and III in its "History of Jazz Series," compiled by Dave Dexter. . . . Herb Miller, only 48 hours out of the Army, led his own band into the Tri-Union, Sacramento. . . . Gerald Wilson's band booked for a repeat stand at the Orpheum Theatre, Los Angeles, Jan. 28. . . . Anson Weeks moves into the Muehlebach hotel, Kansas City, for a month, starting Jan. 9. . . . Harry Warren, celebrating his 25th year as a composer, will have two more albums of his tunes recorded by Decca. . . . Herb Jeffries plated two sides for Decca with the Alcatraz Five, quintet of ex-GIs, organized while in service up north. . . . Billy Mason's new band leaving California for the east in January. . . . Jimmy Higson's new band, "Fren' Agers," inked for a stint in "Double Rhythm" at Paramount. . . . Alvino Rey, just out of the Navy, opened at Casino Gardens, Los Angeles. . . . Ernie Madriguera checks out of Ciro's, Los Angeles, Jan. 1, to open at the Beach Riviera, Miami. . . . Decca Costello subbed for several nights last week as leader of her husband's orchestra at Havana-Madrid, N. Y., due to his illness. . . . Decca set up new branch in Albany with James Cury at head. . . . Ray Nance, Duke Ellington's trumpeter-violinist, signed to cut for Signature Records with small group. . . . Dotty Reed to do vocals with new Buddy Rich orchestra. . . . Bob Eberle, former Jimmy Dorsey vocalist, out of Army, set for series of Chesterfield guest spots. . . . Joe Stry band into Monte Carlo, N. Y., Dec. 23. Ray Benson following Jan. 20. . . . Sammy Kaye's "Sunday Serenade" went and push music shot forced off ABC net last week for first time in four years by football game. . . . Cameron Goron takes over as general sales manager of Standard Photo. . . . Art Mooney orchestra holds over at Lincoln hotel, N. Y., until Feb. 14. . . . Johnny Desmond cuts first Victor disks in N. Y. tomorrow (Thurs.).

### SPIKE'S DOUBLE MAYHEM

Hollywood, Dec. 18. Spike Jones and his City Slickers eloped a strangle-hold "The Blue Danube" and a double wrist lock on "Begin the Beguine."

After straight rails, the tunes came out "The Green Danube" and "Benedictine Beguine."

Nicki Shane, gal vocalist who recently replaced Marianne with Sonny Dunham orchestra, is out. Pete Hanley, ex-GI, who took Tommy Randall's place in the male vocal spot, is sticking. Pair came to Memphis to replace couple who quit because of long grid of one-nights.

## Sun Music Eliminated From Infringement Suit

New Orleans, Dec. 18. Federal District Judge Wayne G. Borah sustained a motion Wednesday (12) which eliminated Sun Music Company as a defendant in a suit brought by Irvan Francis Arena, local songwriter, against Sun and five radio stations here charging violations of copyright regulations. Arena contends that prior to December 26, 1940, he wrote and obtained a copyright on a song entitled "My Dream Love Song," and that later it was published and sold by Sun under the name of "You Always Hurt the One You Love." He asks an injunction and \$250 damages from each of the radio stations who allegedly broadcast the tune under that name.

Robert McCormick, manager of the local office of the Decca (owner of Sun catalog) testified that he had been served as a representative of Sun, but that he had never been connected with that firm. It was on the basis that the music company has no office or agent here that the suit was dismissed as to them.

The defendants remaining include Stephens Broadcasting Company, operators of WDSU; WSMB, Inc., WVL Development Company, Inc., and Charles C. Carlson, owner and operator of WJBW and WNOE, Inc.

W. L. Fortson, sax and arranger with Clyde McCoy orchestra in service and out for many years, stayed on in Memphis after discharge from the Navy, joining the Cole Stolz band.

## Duke Ellington, Peeved at RCA-Victor, Asks for Release From Disk Contract

### Low Pollack Takes Turn for the Worse

Hollywood, Dec. 18. Low Pollack took a turn for the worse over the weekend when further absences of the brain broke out. Songwriter, despite critical condition, is declared to be holding his own by physician Dr. Joe Zeller. Pollack has been in Queen of Angels hospital for past two weeks.

### Columbia Renews BG On Three-Year Deal, Decca Signs Boswell

Columbia Records has re-signed Benny Goodman's orchestra for another three years. Pact was signed last week, despite denials by Columbia execs in N. Y. Financial details of the deal aren't disclosed. Only other new-contract activity indulged in by the major diskers lately was the re-signing of Connie Boswell by Decca Records to a two-year deal, and the tieup of Lionel Hampton's orchestra by the same company. None of the majors have as yet indulged deeply in the rounding up of new talent.

Duke Ellington has requested RCA-Victor to release his orchestra from its contract to record for that company. Leader advised Victor last week by letter of his desire to be free of the agreement, giving as his reason acute dissatisfaction with the way he has been handled by the disk company and the tunes that have been assigned to his band to record.

Victor is currently sitting on his request for release, but isn't likely to grant Ellington's wishes. According to Ellington's handlers, his contract at Victor has until Nov., 1946, to run, but Victor states that he is obligated under the terms of the pact to remain on its label until March, 1947. It's also stated that his contract calls for 24 sides yearly, and he has already cut 39 sides during the current 12-month period, which hasn't yet expired.

Ellington is also said to be incensed at recent rumors that Victor was on the verge of letting him go, which assertedly did not emanate from the company itself.

MAURICE PLANS U. S. TRIP. Peter Maurice, one of England's foremost music publishers, will depart that country around Jan. 6, for visit to the U. S. That is his plan at the moment, though they may be changed due to travel restrictions and conditions. Maurice's visit is in relation to deals for music.

*A Truly Great Ballad*

# WAIT AND SEE

From the Picture that Gave You ON THE ATCHISON, TOPEKA AND THE SANTA FE

By the hit writing team of HARRY WARREN and JOHNNY MERCER

ALREADY RECORDED BY

JOHNNIE JOHNSTON . . . CAPITOL  
GINNY SIMMS . . . . . A. R. A.

Featured by Judy Garland in M-G-M's Technicolor Success THE HARVEY GIRLS

*Leo Feist inc.* 1619 Broadway, N. Y. 19 • HARRY LINK, Gen. Prof. Mgr. — GEORGE DALIN, Prof. Mgr.

## WAX WORKS

By BARRY GRAY  
(WOR-Music's All-Night M.C.)

Les Brown (vocal by Doris Day) "The Last Time I Saw You" (Aren't You Glad You're Young? (Columbia 36875)). Les Brown, has here waxed a commercial disc. With chirper Doris Day doing an effective vocal on the "Last Time" side, the record is effective. The boys sound a little little-dishdair during Miss Day's spot but "Aren't You Glad" on the reverse, has a nice beat and shows the rhythm section to advantage. However, Brown loses the impact of the disk altogether on "Glad" lacks appeal because it's weak. The full group would sell it better. The intro to Miss Day's vocal makes the same error. Trouble is that in an effort to arrange, Brown loses the impact of the disk altogether. A good point is that the disk closes as it should open—driving.

Kate Smith (with 4 Chicks and

Chicks) "Just a Little Fond Affection" ("Tumbling Tumbleweeds" (Columbia 36871)). Miss Smith continues to sell what the customers figure to buy. With a spry Jack Miller backing, and the Chicks and Chicks to assist, "Affection" presents a Kate Smith song with warmth, the usual excellent diction and simplicity of phrase. I'll sell. An off note is the singing lady's handling of the word "Affection" which sounds as if Miss Smith has been up "nawh" longer than that. The Chicks and Chicks, singing as a group, are not doing any new tricks and sounds. Showing low register differentiation on the reverse side, Miss Smith savor it with a strong C&C assist and good Miller arranging.

The Modernaires, with Paula Kelly (chorus and orch) "Autumn Serenade" ("Coffee Five, Doughnut Five" (Columbia 36878)). The Modernaires, given good support by batonist Mitchell Ayres, have waxed an outstanding example of what a chorus should sound like. The one flaw is something all groups seem to attempt in an effort to arrange in a different way. Here it is the solo lines handed to a member of the group, in this case Paula Kelly, Miss Kelly, in a single that segues out of the good beat, the fullness, and the tone quality of the chorus, sounds too thin surrounded by such volume. Her voice adds little to the male chorus, true, but only in the unison work. On the back label ("Coffee") Ayres again gives the Modernaires good scoring. Rhythm excellent and the foursome sing with neat bouquet, but the lyric doesn't go so well. Tune should be okay in a jiffy.

Gene Krupa (vocal by Anita O'Day) "Chickery Chick" ("Just a Little Fond Affection" (Columbia 36877)). The drummer man's band is greeted with a classy chirper, Anita O'Day, who really sells "Chickery Chick," which already occupies a top spot on the juke parade under the Sammy Kaye banner. But this one needs ten all, with accent on beat. Miss O'Day really keeps the wax in the 4-4 groove. Charley Ventura, error taxman, does more than his share of artistic valving. Only weary spot is the chorus vocal by the band. "Just a Little Fond Affection" on reverse opens with some sterling scating by Johnny Botwell. Budny Stewart follows with a mediocre vocal, which really isn't needed, for instrumentally this disk slanders alone. With Krupa, Botwell and Ventura

it shows music brightwork all through.

Johnny Goodman (vocal by Liza Morrow) "Symphony" ("My Guy's Come Back" (Columbia 36874)). Showing the same fine rhythm that has kept BC lasting on the bandstand ("Symphony"), which was introduced by Freddy Martin, opens with the still great Goodman stick and is vocally segued by Liza Morrow, now with the organization, Miss Morrow is an excellent rhythm singer and proves it on this, her first date with BC. Although slow moving it's got to assist. "It be tough. On what was originally intended to be the "A" side, Goodman has installed "Paul C. Elmer Clapp" (Columbia 36875) and definitely Miss Morrow's opportunity to exhibit her talent for the bouncer beats, although on the same old occasions where she should other beats, Miss M, still sounds like a Goodman crew-member, for the shoe fits. Helen Forrest's disk better on this.

Gray Matter

After a six-month disc lull, the Three Suns have finally straightened out the difficulty surrounding the terms asked, and the terms offered. Majestic has signed them for a one-

## Donohue's, N. J. Dine & Dancery, Malls Return To Name Band Setup

Donohue's, roadside dine and dance spot on Route 23, Cedar Grove, N. J., which before the war employed for a short while a name band policy of a sort, is again aiming at that style of operation. It is currently dickering for an opening band, who may start with Sherry Sherock's outfit, which occupied Glen Island Casino, New Rochelle, and the New York City Club.

Donohue's is in the same area as Frank Drake's Meadowsbrook, some three miles away along the same highway. It used first big band until 1939, opening with Johnny McElhee and following with Teddy Powell, et al.

year period, during which time they will record a minimum of three platens, with a guarantee of 100,000 circulation on everything waxed. First time to be cut will be an original, "Everybody Loves My Baby." Trio are also authors of the new Sherry Fields disc, "It's Dawn Again."

## Bands at Hotel B.O.'s

Band	Hotel	Weeks Played	Covers	Total Covers
Hal Alomar	Lexington (800; 75c-\$1.50)	6	1,725	109,725
Johnny Long	New Yorker (400; \$1-\$1.50)	8	1,925	163,500
Paul C. Elmer Clapp	Pennsylvania (600; \$1-\$1.50)	2	2,450	22,100
Elmer Coleman	Waldorf (400; \$2)	10	3,250	35,350
Art Mooney	Lincoln (725; \$1-\$1.50)	14	825	12,875
Ery Lombardo	Roosevelt (400; \$1-\$1.50)	8	2,875	26,875
Woody Herman	400 Club (650; \$1-\$1.50)	3	3,000	11,775
Vaughn Monroe	Commodore (400; \$1-\$1.50)	0	1,500	1,500

\* Asterisks indicate a supporting floor show. New Yorker has ice show. Lexington, an Hawaiian floor show. Waldorf, Hartmanns.

4 Days.

## Chicago

Sherman Hayes (Walnut Room, Bismarck hotel; 465; \$1.50-\$2.50 min.). Part responsible for keeping the family-type Walnut Rooms' total to 3,100 for Hayes, Paul Sybil and Del Mar & Rita.  
Chris Heckscher (Mayfair Room, Blackstone hotel; 350; \$1.50-\$2.50 min.). Christmas slump felt here, as elsewhere; 2,400 for Burl Ives wasn't bad, however.  
George Olsen (Empire Room, Palmer House; 700; \$3-\$5.50 min.). Conventions helped jacks it up to nice \$200 for Olsen, Minnetonka Resorts, etc.  
Jazz Stacy (Panther Room, Sherman hotel; 800; \$1.50-\$2.50 min.). Stacy opened Friday (11), dividing small 5,000 with Gene Krupa, who moved out.  
Ted Weems (Boulevard Room, Stevens hotel; 650; \$3-\$5.50 min.). Weems, Herrold, 5 Willys, and Hilbert, Dyré & LeRoy played to small \$5,000 this time.

## Los Angeles

Freddy Martin (Ambassador; 900; \$1-\$1.50). Top social circles practically taking over this spot for annual parties give it 5,000 covers.  
Jimmy Grier (Biltmore; 800; \$1-\$1.50). Yule festivities are keeping up trade here to solid 4,000 tabs.

## Location Jobs, Not in Hotels

(Chicago)

Gay Claridge (Chez Paree; 650; \$3-\$5.50 min.). Even the town's best-seller, with Danny Thomas headlined, took a dip; 5,200.  
Harry Cost (Blackhawk; 500; \$2-\$5.50 min.). Some 3,600 for Cool, Joey Rardin and Rossi Sisters.  
Buddy Shaw (Latin Quarter; 700; \$3-\$5.50 min.). Billy Vele-Dorothy Douglass-Jerry Cooper combo closed Thursday (12), sharing only fair 4,000 with new layout Jack Durant, Sarah Ann McCabe, Nicholas Brox and Gloria Gilbert.

(Los Angeles)

Stan Kenton (Palladium, B. Hollywood, 7th week). Took a heavy slide to 22,500 on previous holiday week.  
Jan Garber (Trion, B. South Gate, 1st week). Bow-in stanza was nipped by the seasonal slump but still managed well at 9,350 customers.  
Matty Malneck (Slappy Malneck's, N. Los Angeles, 13th week). No matter what happens, this place will always do capably business of 4,000.  
Xavier Cugat (Troadero, N. Hollywood, 3rd week). Plenty of boxoffice drive with Cugat's name to pull in 3,200 tabs.  
Ernie Madriguera (Cléo's, N. Hollywood, 11th week). Doing plenty of coin collecting, despite the holidays with 2,650 covers.

## JAIL TERM FOR SONG PIRATING IN MEX. C.

Mexico City, Dec. 18. Pirating songs copyrighted in Mexico is a prison offense. That was revealed with the committing to jail, in default of bail, by the first district criminal court here, of Isidro Lopez Ortiz. He was accused by Robert Henkel of selling without authority the Henkel's song, "Palabras de Amor" ("Words of Love") which the writer proved he had registered with the Ministry of Public Education.

Such registration is equivalent to copyrighting in Mexico.  
John Kirby orchestra signed to record for Musicraft Records on a contract that also ties up Sara Vaughn, Kirby's singer, as a soloist for the diskers.

## Peatman System Hypothes Standards

Peatman system of song plugs is giving oldtimers a break on the music sheet. Since new system of music tabulation went into effect, tunes that have become standard are making more appearances on the list.

Example of the break writers of standards are getting is the collaboration in which Jimmy McHugh's and Harold Adamson's tunes "I Can't Believe That You're in Love With Me," "I Can't Give You Anything But Love" and "Sonny Side of the Street" knocked off three spots in the first 10 two weeks ago.

## ATTENTION! RADIO ARTISTS AND PROGRAM DIRECTORS THE ENTIRE INDUSTRY IS RAVING ABOUT

NICK AND CHAS KENNY AND ANN SILVER'S

Recorded By TOMMY TUCKER  
Columbia  
PHIL BRITO  
Musicraft  
DE MARCO SISTERS  
Majestic  
BILLY ECKSTINE  
National

## SANTLY-JOY Standards

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## Benny Meroff Quits Trouping, Buys Piece Of CRA, Chi, Branch

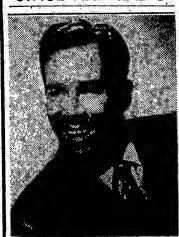
Chicago, Dec. 18. Benny Meroff, ex-band leader and operator of vaude acts, has bought in as partner with Alpha Demaree in the operation of Consolidated Radio Artists of Illinois, cocktail group talent agency, last week. Meroff, who recently returned from a year and a half USO-Camp Shows stint in Europe and the Pacific with his wife, tapstress Kathryn McLaughlin, and their unit, "Funzaire," said he's quitting that end of show-biz and will concentrate on building CRA as a niterie theatre booking agency. His new job tecs off officially Jan. 1.

## COMISE FINED \$100 IN ASSAULT ACTION

Chicago, Dec. 18. Case of the City of Chicago vs. John Comise, operator of the Club DeLia; and formerly Chi Cafe Owners' Assn. prez, was closed last week when Comise pleaded guilty to a charge of assault before Judge Leonard C. Reid in Criminal Court and was fined \$100. Action that began last April when William Fortier, a 17-year-old friend of Comise's son, charged he was strangled by the elder Comise for "leading his son astray." Comise was found guilty by a jury hier of assault, but was granted a new trial on grounds that the verdict didn't jibe with evidence. At the final trial last week, Comise said he "exchanged blows" with Fortier, but denied hitting him with a blackjack.

## JERRY COOPER

SINGING STAR OF  
STAGE AND RADIO



8 Weeks at  
THE VERSAILLES  
New York City  
Just Concluded 8  
Weeks at  
THE LATIN QUARTER  
Chicago, Ill.  
Returning for a  
10 Weeks Engagement  
Currently Appearing  
At the  
**BOWERY**  
Detroit, Mich.  
Premiere Opening of  
THE TOWN CASINO  
December 27th  
Opening at the  
CAPITOL THEATRE  
New York City  
February  
Personal Management  
SOL TEPPER  
RKO Building  
Radio City, N. Y. C.

## Brawl Death Brings Law Down on Chi Niteries

Chicago, Dec. 18. Death of an Army sergeant here last week following a budgeinging alleged to have been done in a niterie has resulted in action by police commissioner James Allma; that all bistros observe strict enforcement of the city's 2 a.m. weekday and 4 a.m. weekend closing hours. Chi spots have recently been lax about turning the key at the legal hour. Order followed complaints lodged at 42 spots in and around the Loop by the Navy, after the 47-year-old sergeant, William D. Fitzgerald, reported first to have died from a cerebral hemorrhage, was later discovered to have been bludgeoned. His body was found on a Loop sidewalk. Police are hunting the slayer.

## MONTREAL PREPARING FOR BOFF EVE B.O.

Montreal, Dec. 18. It's going to be a high time in this old town come New Year's eve, with all theatres, bolles and bistros preparing for one of the most lavish and expensive times seen in these parts in recent years. There's plenty of moonah jangling in local jeans and the folks are all for spending it. Matter of fact, it seems though they're saying it for the big night. There's been a very pronounced lull in niterie biz along the main stem lately. In the niteries prices will take quite a jump from the usual nights. Normandie Roof, at the Mont Royal hotel, has set the dukat at \$7.50 per person, on which is added federal and other taxes which come in at another \$2. El Morocco, top niterie here, is asking \$6 per plus tax, which takes in a flat mignon dinner, favors, etc. All liquor is extra. The liquor situation here appears to be pretty good, a better Yale supply than usual being on deck. Champagne is again obtainable at the Mount Royal, which is limiting the Normandie admittance on the big night to 600. Usual capacity is around 900.

## Carroll's Chicks Chuck N.Y. for Florida Com

Earl Carroll's Vanities hit Loew's State theatre, N. Y., Thursday (13) sans five chorus girls. Chicks skipped the show at Norfolk, Va., and headed south to Florida niteries at \$100 per se against \$60 paid them by the vaude unit. Gals were replaced immediately by local talent. American Guild of Variety Artists told a Carroll rep it had no jurisdiction in this matter because no contracts were in effect between Carroll and the gals.

## Lou Walters Sells Florida Home to Abe Ellis for 29.3

Lou Walters last week sold his Palm Island, Florida, home to Abe Ellis, the concessionaire, for \$29,000. Walters activity in Florida currently is his staging of the shows at the Terrace room, Miami Beach, which he himself operated last year, and subsequently sold. Walters is leaving shortly for Hollywood where he's constructing a niterie on Sunset Boulevard. It's expected that ultimately all his activities outside of operation of the Latin Quarter, N. Y., will be on the Coast.

## Original ROY RIGGERS

HELD OVER INDEFINITELY  
CASA NOVA CLUB  
PANAMA CITY  
New Show Here Booked by  
HARRY NATHANO  
3 Ross Sisters - Brucette - Betty  
Tennant and Buddy Thomas - Cor-  
lynn Knight - Balafalika - 3 Con-  
fessionals - Madeline Pace - Hermans  
Tobias - Meribeth Old - Steven  
(The Girl I Love) Hughes.  
Dir. MATTHEY ROSEN - RKO MANX  
Parliament Bldg. - New York

## Harry Regensberg

(Head of Vaude's London Bureau)  
opines that  
"Big Spending Now  
Out in London Nite  
Life"  
an editorial feature of  
**VARIETY'S**  
40th Anniversary Number  
to be out soon

## Act Sues Producer For Injuries in Bus Smash

Montreal, Dec. 18. Four members of a Montreal theatrical family have launched a \$100,000 damage action for injuries sustained in a bus accident near Dubois, Pa., Nov. 10, last. Plaintiffs, Leslie, Francelle, Juliette and Etienne Patenaude, formerly residents of Montreal and now U. S. citizens, are suing Joseph Price, resident of India, in the U. S. Federal court. The Patenaudes claimed they were engaged by Price as entertainers and that a bus he used to transport them turned over on the highway. Troupe was known in Montreal as the Davis Sisters and did musical, acrobatic dancing and variety stunts.

## Joey Adams Qualifies As Comic by Writing

'Gags to Riches' Book  
Comedian Joey Adams has a book, "From Gags to Riches," being published by Frederick Fell. Columnist Earl Wilson, Frank Sinatra and Toots Shor are doing the forewords, and illustrations are by Otto Soglow, Ham Fisher and C. D. Russell. Locale of the book will be Toots Shor's eatery in New York. Adams now takes his place with such comedian-authors as Bob Hope, Milton Berle and Joe E. Brown, among others.

# → ZERO MOSTEL "...has broken every record"

BOB WASSERMAN

STANLEY SCHWARTZ



PHILADELPHIA'S SMARTEST  
SUPPER ROOM

311 SOUTH BROAD STREET PHILADELPHIA 7 PA.

PENNYPACKER 2044

December 18, 1945.

Mr. Jerry Rosen  
604 Fifth Avenue  
New York 17, New York

Dear Jerry:

We thought that you would like to know that Zero Mostel has broken every record at the Coronet Club during his engagement here.

Inasmuch as this was his first engagement in Philadelphia he was an unknown quantity, but proved himself to be the biggest thing that has ever played Philadelphia. I believe you know that he followed some of the finest comics in show business, and he was acclaimed by everyone in Philadelphia to be the best comic to have ever played this room since its inception.

Please be sure to reserve a date for us within six months for zero to play back for us here. We also want to go on record with you in saying that not only is Zero Mostel one of the best comics we have ever seen, but one of the nicest people we have ever had the pleasure of having in our room.

Kindest personal regards.

Sincerely yours,  
Bob + Stanley  
Stanley Schwartz &  
Bob Wasserman

Opening Dec. 21st  
LEE 'N' EDDIE'S  
Detroit, Michigan

Fers. Mgt. JERRY ROSEN  
204 Central Fk. S. New York  
Circle 6-7216-7217  
Publishing - IVAN BLACK









## Chi Snow Makes It Tough Sledding For B.O.: 'Joy' NG \$4,000, Does a Folderoo

[illegible]

## 'Brazil' Good At

**\$24,000 in Balto**  
Baltimore, Dec. 18.

"Spring in Brazil," at Ford's here last week drew a big business. The budget b.o. figured at \$24,000 and due entirely to personal draught of Milton Berle. Show closed here for two weeks of repairs after which a Chicago run is planned.

Another pre-Broadway try, "Of All People," by Ralph Spence, presented by Walter Batchelor and Monte Proser with Bert Wheeler and "Walrus" Catlett, closed last week here, with "Dark of the moon" set to follow for Christmas week as the second of five plays promised under American Theatre Society-Guild sub-

**'Nellie' OK 26½G,  
'Gentleman' 10G**

Philadelphia, Dec. 18: Legit biz was generally speaking, certainly above average for this, historically shopping period but it didn't measure up to figures promised by inflated November and early December figures.

Week's only opening—"Would-Be Gentleman"—created, the biggest controversy. Big Michael Todd comedy at the Shubert got one rave. One very good, one straddling and one very good, one bad and one mediocre. Gross for the week was reported at \$10,000, definitely not enough for this expensive show, where the huzzahs and loud roars wreaths from more than half the commentators.

City's leader last week was "Nellie Bly," which, despite adverse notices

"The Late George Arpley" was given five notices and added raves in Sunday followups, but has been in the paper only once since the Walnut (although last week's \$13,500 was probably okay for both show and house. "Arpley" has anemic word to run. It's claimed by some that the show is the best ever shown elsewhere (Ethel, Sam Gordon). "Joyous Season" instead of covering the Max Gordon production hurt its chances here.

"Season" got \$14,800 in its second and final week at the Locust. Barrymore's "The Great Escape" did a bit better, but was scheduled for only two weeks; later was extended for an

stanza dropped. Biz was okay but not up to management's expectations, figuring notices and star's name

Bookings are now solidly piled up, with one exception for next six weeks. Tonight (18) Michael Myerberg's "Lute Song" starts what is officially announced as a four-week engagement at the Grand. The new show would have been split with "Of All People" now deciding to bow in at the Walnut on Xmas night (25) with the Guild revival of "Winter's Tale" and "Marinka" and "The Merry Widow" at the Grand and Shubert respectively. All three shows stay only two weeks.

There'll be nothing on the 31st, but on Jan. 7 two openings are set: "Born Yesterday," with Jean Aron and "The Great Train Robbery," with Lon Chaney, Jr., with Louis Calhern and Dorothy Gish, at the Walnut. On Wednesday (9), new musical,









...and now the **Vogue** is---

*'That Genial  
Irish Gentleman'*



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AND HIS ORCHESTRA

*featuring*

JOHNNY DARCY

RUSTY TOWN • JANIE MORGAN • DICK WISE  
4 BROTHERS

**ON Vogue RECORDS**  
IN COLOR

*Mooney Money Platters*

January 1st Release

IT MIGHT AS WELL BE SPRING

★

WARSAW CONCERTO

★

YOU'RE NOBODY UNTIL  
SOMEBODY LOVES YOU

★

I'VE BEEN WORKING ON  
THE RAILROAD

*Breaking  
All  
Records*

AT  
**MARIA KRAMER**

BLUE ROOM

HOTEL LINCOLN

5th MONTH

Broadcasting Via  
CBS, NBC and MUTUAL NETWORKS

# THE CHICKEN

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PRICE 25 CENTS

# THE CHICKEN

## 'Rube' Legit Crick Cracks B'way Croakers on Their 'Snap' O.O.

By HAROLD M. BONE

New Haven, Dec. 25. Every one in a while a feud breaks out between the Broadway play reviewers and their colleagues of the backwoods or the hinterland, as it is called. The Gotham gang, having in mind certain plays that have drawn critical approval out of town, only to suffer ignominious annihilation when they reach New York, usually "come up with something to the effect that road reviewers don't know a good (or bad) play when they see one." Suburban scribblers then rebuttal with something to the effect that they review plays for their own readers, not for Broadway postulation, and there the matter rests—until the next

The point is that the Manhattanites artfully pride themselves on their ability to separate the hits from the flops, at the same time inferring a puciness of similar skill among the pre-Broadway show judges of Boston, Philadelphia, Washington and way stations.

On the theory that this isn't exactly a private feud—that anybody can take a fling at it—it'd like to (Continued on page 34)

## Sellout London Biz Seen for New Year's

London, Dec. 25.

Theatres here experienced the usual pre-Christmas slump but are sold out for the New Year's Eve, with advance booking extending well into the new year.

Managers expect unusually heavy business for London's first peacetime New Year's in five years.

## CBS Nixes Hayes' Xmas Show After Catholics Protest

CBS last week refused to allow Helen Hayes to give a radio dramatization of the legit play, "A Family Portrait," on her Saturday night (22nd) "Texaco Theatre" series. Miss Hayes had intended it as a Christmas offering, but when protests from Catholics started pouring in, the network on Wednesday (19) turned thumbs down on the script and a last-minute replacement was made with Stephen Vincent Benet's "A Child Is Born."

It's reported that a Catholic protest on a nationwide scale was planned if "Portrait" went on the air, on the grounds that the play was an "insult to the Mother of God," since Jesus is pictured as the oldest of a number of sons. It's recalled that the legit play of several years back, in which Judith Anderson starred, also caused some controversy with a projected tour of the play cancelled because of Catholic reaction.

In admitting it had ordered cancellation of the script, CBS took the position that it too, was of the opinion that it was neither good judgment nor good radio to permit the broadcasting of a play that stirred religious sensitivities or proved offensive to so many people.

## Top B.O. Mark, on Paper

Hollywood, Dec. 25.

Paramount is bragging, but not too loud, about the all-time high in gate receipts recorded by "Alana of the South Seas" on its opening day in Shanghai.

Valentino, which the Edward Small Productions is to produce.

Now Rawson, NBC announcer "Hour of Charm," is another prospect.

## SUBTLE MOVES TO MISREP. O. S. PIX

By MAXINE DE REIX

Paris, Dec. 25.

A subtle campaign of misrepresentation intended to create anti-Yank feeling is under way here. It will increase the difficulties of placing business relations on a sane pre-war basis. Unless it is countered, American interests here may be affected in a lasting way. The French people who are suffering in many ways are only too easily led to believe that America is pampering the Germans and, for instance, keeping for the latter's consumption German-mined codi which was earmarked for France. One publication claims that Hollywood already is importing Nazi-tabbed show people from Germany, mentioning Emil Jannings, Heinrich George, Hans Moser and Wolf Albach. While entirely cooked up it has an effect.

This campaign is not causing the current film quota deadlock. One recent story was that French officials are now seeking a script quota guaranteeing French pictures six out of every 13 weeks. It is a revival of a former suggestion. Even if American pictures were now permitted unlimited playing, the season would be wasted, because most dates already have been booked. All American exchanges here can do is to mark time and try to cover expenses meanwhile by playing old product.

Already some question the feasibility of allowing dubbing done abroad when American pictures really are again allowed in. Meanwhile 80 dubbed versions, as well as originals, are still on the shelves. French authorities are nevertheless conscious of the pit of U. S. product. This was shown by their willingness to issue special permits for single showings when proceeds go to some French charity. Most recent example was the showing of Columbia's "1001 Nights" at a benefit for the homeless of Royan.

## Teachers Must Go To School to Get Hip On 16mm. Classroom Pix

Chicago, Dec. 25.

Trend toward classroom use of films is forcing the schoolmarm to learn a brand new language—that of the picture industry.

At least that's what the Encyclopedia Britannica Films—made say in their new lexicon of pict terms, now being released for release. Included in "What Every Teacher Should Know" sheet are explanations of all those terms the BSB people use in their "series" for proper understanding of film use. Defined are such words as "bloop," "trick," "reel," "cut," "fade," "wipe," "voice," and others unfamiliar to most of the pedagogy.

Now the film folks are wondering what's gonna happen to the biz if the professors turn the course.

## Lastfogel Announces Camp Shows Will Expand Service to Vet Hosps

Munro Oldest Active

Advance Agent at 84

Wallace Munro is believed to be the oldest active advance agent in show business. At 84, he's ahead of "Mastine Ball Highlights."

For a time it was thought he would relinquish the job, having been struck by an automobile in New York, but he was superlatively injured, however, training out of town to cover six weeks of one nighters booked for the ballet.

For a time it was thought he would relinquish the job, having been struck by an automobile in New York, but he was superlatively injured, however, training out of town to cover six weeks of one nighters booked for the ballet.

## U.S., Italy in Com'l Radio Exchange; Trial Shows Set

An exchange of commercial programs between American and Italian networks will be set up as result of a trip to Italy just made by Dario Soria. Latter has been appointed American representative of the two Italian organizations currently in the field, Radio Italiana and Radio Audition Italia.

Soria, who is also in the production dept. of CBS, returned last week from a two-months' trip to Italy sponsored by the Foreign Economic Administration, bringing with him a series of special sample pressings of programs prepared by RAI for use by Italian stations here. Among them is an Italian "Audition of the Air" type program, with prominent Italian artists like Rina Corsi, Adriana Guerrini, Mario Bucci, Italo Taito, and conductor Giuseppe Morrelli.

In return, Soria is to pick up airers for use in Italy: Both Radio Italiana and RAI now use a number of OWI "Voice of America" programs, and realizing these eventually will be discontinued, want to continue with private commercial airers.

For the time being, Italian radio (Continued on page 47)

## 'AA' ASCAP Writers' 20G

Highest ranking songwriter members of the American Society of Composers, Authors and Publishers, those in the Double "A" class, drew over \$200,000 in the last year's society's 1945 distributable income.

That's more coin than they have ever gotten before from that source. As last Thursday's (20) final ASCAP board meeting for 1945, the estimated income for the final quarter of 1945, as cited in last week's Vantage, was approximately \$2,000,000. This was the largest quarter in ASCAP's history, and boosted the income for the entire year beyond \$7,000,000.

An opening wedge for the U. S. government to enter show business in peacetime looms out of the announcement of Abe Lastfogel, USO-Camp Show head, that Camp Shows (by request) will extend its entertainment service to Veterans Administration hospitals.

"The latter largely contain vets of World War I. Camp Shows now furnishes entertainment to 1st Army and Navy hospitals of World War II, so that the addition of over 100 Vet Administration hospitals means practically a doubling of Camp Shows' hosp schedule."

But also means that even after Camp Shows disburses, which is probable in a year or so (it being essentially a war agency), the government will have to continue its entertainment of vets, once the practice has been established, thus opening up an entirely new avenue of entertainment and the employment of talent.

At request of Vet Administration heads, Camp Shows is undertaking the hosp job for the duration. In the expressed hope that this will set a pattern of procedure for the years to come. It was necessary to get (Continued on page 47)

## 'ORIGINAL' B'WAY CASTS DOUBTED ON THE ROAD

Evidence of attention and sensitivity seen in recent inquiries from better business bureaus in the hinterland as-to current road shows, questioning the authenticity of advanced advertising that states the productions are using "original New York casts."

Delicious suspicion is rated one such attraction, which started on Broadway four years ago and made equal cast changes during its long run, long before it took to the road.

## RR Filmeries to Buck Bus and Air Competition

Anticipating rough competition from expanding bus and airlines for the passenger traffic, railroad companies are being forced into show business for the ticket-buyers' greater pleasure. At least one of the major lines, the New York Central RR, has under consideration a project to provide motion pictures for parlor car customers.

Because of the current equipment shortage, the overhauling of cars caused by returning vets and displaced industrial workers, the planer for 1946, the railroad officials will begin on leading trains for a test of general usefulness. Details like types of equipment, and the cost of the underfurnished and waiting upon experimental models.





## Release Video Patents Is Answer Of Justice Dept. to Par, Other Defendants

Primary object of the Government's anti-trust suit against Paramount, General Precision, and others is not to crack down on the defendants but to eliminate all restraints in the sale of television equipment, according to Ernest S. Meyers, in charge of consent decrees in the anti-trust division. Justice Dept. has a "last situation" and is willing to negotiate with the companies involved.

"If we can get release of the patents in a consent decree," Meyers said, "we are willing to settle before trial." Among other allegations the Government has charged that Paramount and its associate companies have monopolistic control of the screen through a large enough and designed for use in theaters but have been held back by development of the screen through fear of what theatrical video would do to their picture business. The Government has also alleged that in the Alliance of Paramount and other defendants in the sale of television equipment, there is indication of an international cartel arrangement.

Initial step in RKO's consolidation plan was taken last week when N. Peter Rathvon, RKO prexy, announced that B. F. Keith Corp. had completed arrangements to sell to the Equitable Life Assurance Society of the U. S. \$22,000,000 of debentures due in 1968, with interest at the rate of 3%. Actual cost of money to RKO will be less than 3% because the debentures are to be sold above par.

Meier obtained through this financing will be employed to retire substantially all of existing indebtedness of RKO's theatrical companies as well as to repay all advances due from them to RKO. Financing, arranged by Lehman Bros., is part of RKO's program to consolidate all theatre activities of RKO into the B. F. Keith Corp.

Rathvon made no mention of proposal to redeem RKO's preferred, on which corporation officials have been working for several months but details of this part of the plan likely will be revealed this week. It is believed in financial circles that part of this plan will be a move to accelerate the conversion of currently outstanding preferred into common.

Jack Voiton has been appointed Eastern representative for RKO and will have headquarters in London, serving as liaison between studio and production activities in London and Paris. One time head of Joyce & Selznick agency in London, Voiton served as head of Paramount's talent department and produced a series of Lum & Abner pictures for RKO prior to entering service.

He left the Army over the weekend with rank of colonel and will be having been assigned military attaché to the American Embassy in London.

## When Rodgers Returns From Fla. He Hits Road

Bill Rodgers, Metro's sales chief, is due back in N. Y. around Jan. 7 from Florida, where he has been since shortly before Christmas for a rest. He will stay at the homeoffice about two weeks for a rest from the field, and then plans showing off for the Coast about Jan. 25.

Rodgers will stay on the Coast for six to eight weeks, a longer time than he has for a while, according to officials and to his new product.

## Fain Sells 9 to Martins

Leesburg, Fla., Dec. 25. Sale of nine Paramount theatres has been announced by Ray W. Hill, who has retained by his houses in Apopka and for approximately \$150,000 effective Jan. 1, are theatres in Leesburg, as well as those in Green Cove Springs, Dunedin, Davenport, Wildwood and others.

Ray M. Martin and Hugh G. Martin, owners of 85 houses in Georgia, Alabama and north Florida, the purchasers.

## Barney Balaban

gives his views on "16mm. Abroad and Television At Home"

an editorial feature of VARIETY'S 40th Anniversary Number Soon Due

## RKO's First Step To Consolidation

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## Ken Murray's 'Blackouts' May Be Film-Produced

Ken Murray's "Blackouts" may be screened if negotiations go through between Charles R. Rogers and Dave Siegel, co-producer of revue with Murray. Siegel is currently associated with Rogers in film production of "Me and Mr. Salsan."

Picture would have a \$100,000 budget with Murray and Marie Wilson in original roles in film and Siegel would serve as associate producer.

## Music Hall Xmas Week Grind Starts at 7:30 A.M.

Extra performances scheduled by Radio City Music Hall, N. Y., today (Wed.) through Saturday (29), with doors opening at 7:30 a. m., will mark the city's earliest opening in its history. House running "Bells of St. Mary's" and usual Xmas stage spectacle.

Instead of usual schedule of four stage shows and five film showings daily, the place will have five stage shows and six picture showings, with seven picture showings on Sunday because of the midnight show.

## MILLAND ATOMIZED

Ray Milland, Hollywood, Dec. 25. Ray Milland in the world, "You Lost Me in the World," will start about the destruction of the earth by atomic bombing. The film, which will be produced at Paramount, with James Hillon doing the screenplay.

Minneapolis, Dec. 25.

Flush with funds, prosperous independent exhibitors in this territory are sitting on the sidelines licking their chops in anticipation of being able to grab the territories which they believe that producers-distributors will have to dispose of the expected three divestment ruling is forthcoming from the N. Y. court that tied the Federal monopoly act.

Bennie Berger, president of North Central Allied, has come out publicly with the "prescription" that "absolute divestment" will be ordered by the court.

Most of the territory's smaller exhibitors look askance at the possibility that independent circuit might be a trip like Berger.

They say they feel that the Paramount chain, as now powered, is a competitor of the smaller group of a live and let live policy. Some of the bigger independent circuit owners would be.

## Gold Cross of Greece

### 3d Honor Within Week Awarded Spyros Skouras

Spyros P. Skouras, 20th-Fox prexy, will receive a triple medal to the highest honor of his native Greece, the Gold Cross of the Saviour, as well as a triple medal of commendation. Greek government is to award the medal to Skouras upon receipt of a letter from the Greek Foreign Affairs John Sofianopoulos, in recognition of his services as an American citizen to the Greek nation as president of Greek War Relief, which he guided through the war.

Skouras was awarded the U. S. Army Second Service Command's certificate of commendation from the office of Gen. R. G. Devoe, commanding officer of Hellenic General Hospital, Thessalonika, Greece, for "all you have done to make the road to recovery easier for the soldier-patriot of this command."

On Friday (21), at the annual Christmas party given by Skouras for his employees, 1,500 people saw "Tom J. Connor, 20th-Fox vesper over distribution, present Skouras with a star sapphire ring and a book of signatures that contained the names of the entire organization and its affiliates—100 office boys to top execs—who contributed the ring in "grateful recognition of his honest and unselfish services to his associates and fellow-employees."

## MARTIN MURPHY UPPED TO VEEPEE AND G.M. OF U

Hollywood, Dec. 25. Martin Murphy will be promoted to post as vice-prexy and general manager of Universal following his recent election by the board of directors.

Morris Weiner former assistant to Murphy now becomes general production manager of the U studio, post Murphy had occupied since 1920. Both appointments are to take effect immediately.

## U Piracy Suit Dismissed

Los Angeles, Dec. 25. Plagiarism suit for \$100,000, brought by Jack Schwarz, indie producer, against Universal, was dismissed by Federal Judge Yanivitch. Schwarz charged the Deanna Durbin picture, "The Sign of the Cross," was lifted from his own property, "Ambitious Lady." Court declared that there was no similarity between the two properties.

## RKO-Par Pool Off in Twin Cities, Former Acquires Pantages, Mpls.

Secretary of Commerce Henry A. Wallace has some observations on the mission of "The Motion Picture in Peace"

an editorial feature of VARIETY'S 40th Anniversary Number To Be Published Soon

## Intro Bill Not To Exhib German Pix

Washington, Dec. 25. Bill to prohibit the Alien Property Custodian from releasing any of the 1,500 German and Austrian pix seized here during the war was introduced in the House last Thursday (20) by Rep. Emmanuel Celler (D. N. Y.). Measure provides that none could be exhibited until the U. S. signs a peace treaty with the Reich.

Celler acted after a meeting of the Alien Property Custodian advisory committee the morning after he and Rep. Helen Gahagan Douglas (D. Cal.) demanded that the pictures be kept in cold storage for the present. A previous hearing, last month, brought mixed reactions from persons testifying.

At last week's session, Joseph Pastor, exhibitor of German-labeled films in Chicago and Milwaukee, urged release of the films. Bernard Hoffman, a vicepresident of the Sixteen Society, also urged that the pix be released.

Indication here is that the Alien Property Custodian will do nothing for the time being, to see what becomes of the Celler bill.

## Bob Leavitt Likely To P.A. for Selznick East

EX-L-10. Col. Bob Leavitt is believed most likely to succeed to the post of eastern director of publicity and exploitation for the David O. Selznick studios and Vanguard Films, Inc., after Cecil Goldstein, latterly named RKO studio rep. in N. Y., to handle stars, personal publicity and other specialized duties.

Leavitt, on the staff of the N. Y. Journal-American before entering the Army, was a Hearst man like Paul McNamara, former personal head of Cosmopolitan mag and now national publicity director for Selznick and Vanguard.

## Warners' 2d Test For Dot Stickney As 'Mother'

Dorothy Stickney, who created the femme lead in "Life With Father" with her husband, Howard Lindsay, coauthored with Russell Croft, is still a contender to re-create the role of the Warner Bros. film version. She's going to the Coast next week for a second Technical test, under Michael Curtiz's personal direction. Latter will direct the film version.

Lindsay, just out of Murray Hill hospital, N. Y., is also out as a contender for the male lead in the picture, which looks like a toss-up between William Powell and Fredric March.

## Par's 4th Block of 4

Four pix are on Paramount's fourth block, according to Charles M. Rosenberg, in charge of distribution. "The Virginian," "They Made Me a Killer," "Blue Dolls" and "Well-Oiled Bride" make up the block.

Minneapolis, Dec. 25. Resuming negotiations after they were broken off last week, the exhibitors are offering a compromise deal. RKO Theatres has acquired the 1,700-seat Pantages in the heart of the loop here from Eddie Rubin, its owner and operator on a lease of approximately 10 years. Prompted by fact that its operating agreement with Minnesota Amus. Co. (Paramount circuit), in effect since 1938 and covering all downtown first-run Minneapolis and St. Paul houses, acquisition will give RKO Theatres two local downtown first-run houses to compete with Minneapolis's big, the other being the Orpheum, the St. Paul. RKO will have but one house, the Orpheum, as against Minnesota's four. The operating agreement had Minnesota Amus. doing all the booking and buying for the combined theatres. After the week the two circuits will be in competition.

Terms of the deal for Pantages were not revealed but two sources believe that the rental will be a very substantial sum inasmuch as the theatres, which have been a 25c-subsequent-run spot, has been regarded as one of city's most profitable propositions for the past years. Milton Mayer, RKO counsel, here from New York to close the deal, said that he would be looking for RKO theatres, would be here Jan. 4 to let contracts for an extensive alterations, modernization program, including a new front and interior redecoration.

Maier also announced RKO would take Jan. 15 and that the theatre will be closed temporarily during the modernization. The heading of the modernization. The heading (Continued on page 42)

## TED GAMBLE BACKED AS WAC CHIEFTAIN

Ted Gamble, national director of the Treasury's War Finance Division, is being promoted as likely party to a new Treasury War Finance Committee. As new WAC shapes up there will be 14 independent and seven major company representatives in the setup.

Peace-time WAC thus has outlived its brief as helping the Government with reconversion screen subjects and defending theatre interests in Washington.

## VARIETY

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Vol. 161 No. 5303 Happy New Year!

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DAILY VARIETY (Published by VARIETY, Inc., 119 W. 48th St., New York 19, N. Y.)

# Yesterday

Darryl F. Zanuck's presentation of "LEAVE HER TO HEAVEN" in Technicolor—so eagerly awaited—started its World Premiere Engagements at the Roxy, New York City, and many key situations from coast to coast.



THE DRIVE WITH A HEART  
 MARCH OF DIMES JAN. 24-30



Darryl F. Zanuck's presentation of "LEAVE HER TO HEAVEN" in Technicolor has reached a level of boxoffice acclaim which establishes it securely in the unsurpassed greatness so confidently predicted .

for it by **20** Century-Fox









*His Next...*  
 HAL WALLIS  
*His Best*

Paramount Announces The Completion Of The Most Suspenseful Drama Ever Made by The Producer Of "Love Letters" and The Academy Award-Winning "Casablanca"

BARBARA Stanwyck · VAM

*Co-Star of "Double Indemnity"  
 and Other Recent Top Hits*

*With The Distinguished  
 New Screen Personality*

Kirk Douglas  
 and  
 Judith Anderson

Roman Bohnen · Darryl Hickman  
 Janis Wilson

Directed by LEWIS MILESTONE

Screenplay by Robert Rossen



# Heflin · LIZABETH Scott

*In His First Picture Since His  
Return From Military Service*

*Repeating Her Triumph  
in "You Came Along"*

IN  
HAL WALLIS'  
PRODUCTION

## "The STRANGE LOVE of Martha Ivers"

This Picture Will Be Released  
In The Spring Of 1946 By  
PARAMOUNT

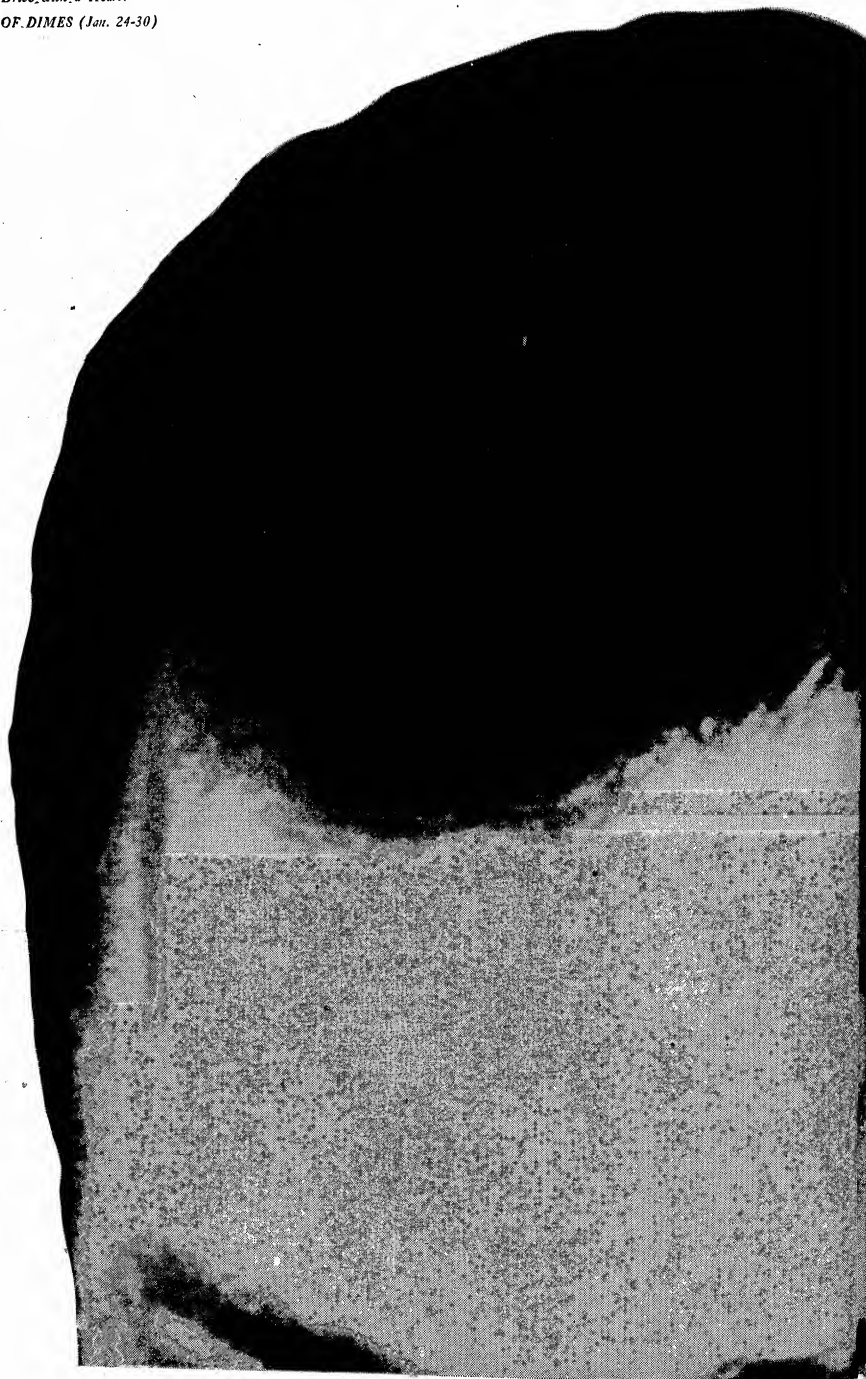


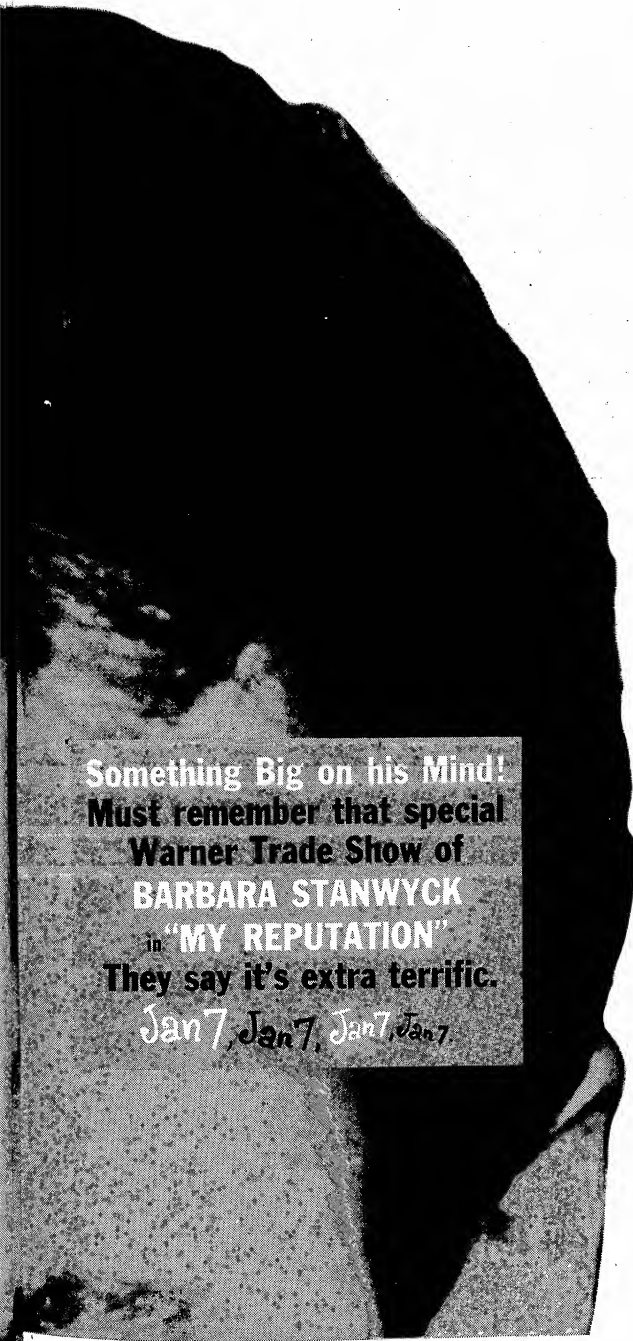




*The Drive with a Heart!*

**MARCH OF DIMES** (Jan. 24-30)





Something Big on his Mind!  
Must remember that special  
Warner Trade Show of  
**BARBARA STANWYCK**  
in **"MY REPUTATION"**  
They say it's extra terrific.

*Jan 7, Jan 7, Jan 7, Jan 7*

with  
**GEORGE BRENT • WARNER ANDERSON • LUCILLE WATSON**  
**JOHN RIDGELY • EVE ARDEN**

Screen Play by Catherine Turney • From the novel "Instruct My Sorrows"  
by Clare Jaynes • Music by Max Steiner

Produced by **HENRY BLANKE** • Directed by **CURTIS BERNHARDT**





# A BOOK TO BOOK!

Watch the Brilliant World Premiere at the Capitol, N. Y.!



**M-G-M's magnificent  
picturization of the  
famed best-seller is  
The Picture of the Year!**

★

**A JOHN FORD Production  
with  
JACK HOLT • WARD BOND**

Based on the Book by William L. White

Screen Play by

FRANK WEAD, Comdr. U.S.N. (Ret.)

Associate Producer Cliff Reid

**Directed by JOHN FORD, Capt. U.S.N.R.**

A Metro-Goldwyn-Mayer Picture

The drive with a heart!  
**MARCH OF DIMES (Jan. 24-30)**



Be sure to see the  
beautiful portrait of  
Yvonne De Carlo\* by  
Fletcher Martin in  
**LIFE** Magazine, issue  
of December 24th

*\*Miss De Carlo is currently starring in  
Universal's Technicolor picture,  
"Frontier Gal."*

YVONNE DE CARLO • ROD CAMERON  
in

## FRONTIER GAL

A FESSIER-PAGANO PRODUCTION in TECHNICOLOR with  
ANDY DEVINE • FUZZY KNIGHT • SHELDON LEONARD  
ANDREW TOMBES and BEVERLY SIMMONS

Original Screen Play Written and Produced by Michael Fessier  
and Ernest Pagano • Directed by CHARLES LAMONT • Executive  
Producer HOWARD BENEDICT • A UNIVERSAL PICTURE

*To All Our Friends*

# Holiday Greetings!

## —and THANKS!—

For Helping Us To Achieve and Celebrate the Third  
Anniversary of Our New Glamour-Policy!

THE 3 MOST  
PHENOMENALLY  
SUCCESSFUL  
YEARS IN THE HISTORY  
OF THE  
ROXY THEATRE

RESTORATION OF THE  
**ROXY THEATRE**  
TO WORLD LEADERSHIP

Home of the World's  
Best Feature Pictures  
and Stage Shows

ENTHUSIASTIC PUBLIC  
APPROVAL FOR OUR NEW,  
INTIMATE, GLAMOUR-SHOW  
STAGE-POLICY

*Public Services, including Modernized Lobby, "Meet-the-Manager" installation and technicolor glass stage—A Huge Theatre that is truly intimate and restful.*

*Sincerely,*

# A.J. BALABAN

(FOUNDER, CHICAGO'S FAMOUS BALABAN & KATZ THEATRES)

Executive  
Director

**ROXY THEATRE**

New  
York



# RKO Mex Studios Will Operate At Capacity by Next Summer—Rathvon

RKO is well along on the first bi-lingual feature of its type made in Mexico and company expects to have the new RKO Churubusco Studios in Mexico City operating at capacity by next summer, according to RKO's Peter Rathvon, RKO presy, just back from an extended visit to the Mexican capital. New picture studios, only a few miles from the heart of Mexico City, are the first to be partly financed by an American picture company, RKO putting up half of cash and two leading Mexican producers are playing both language versions. The Churubusco Studios, which adjoin the American country club, will have a capacity of 40 features annually. It covers 40 acres and is covered with 16 acres covered by the Gower Street Hollywood plant.

Regarding future production of Mexican-American language films, Rathvon said it would depend on the reception to John Steinbeck's "The Pearl," on which most production has been completed. He explained that he was interested in a limited number of Spanish-language pictures for distribution in the Latin-American market. Pic stars Pedro Armendariz and Elena Marquez, and should cost around \$300,000, according to Rathvon, will be released in January. Mexico's construction boom, now in full progress, includes 10 picture theatres, largest being in Monterrey. Rathvon was non-committal regarding the fate of dubbed versions of American product, indicating it was not likely to sell.

RKO plans to use 16-millimeter versions of features in the foreign market. Rathvon stated that it formed the logical way to pioneer in small-income regions. Rathvon foresees the construction of at least 16-millimeter theatres in Mexico.

## POWER STRIKE BIFFS AUSTRALIAN THEATRES

Sydney, Dec. 25. A major Australian industrial upsurge indicates another blacked-out Yuletide here. Shutdown of power, caused by strike, likely will force many film theatres to close. Only those houses having their own power plants plan to operate.

75% of the theatres in the suburbs already are shuttered. Radio stations are permitted to broadcast during the hour darkness, but picture in further aggravated by the fact that nearly 1,000,000 are unemployed in Australia. The theatre forecast is complete biz blackout.

## Heroes' Eye View' Duo Click in London Box

London, Dec. 25. "Fit for Heroes" and "Eye View," a dual reel program, was splendidly received and appears set for a lengthy run. Combo opened Dec. 18 at the White.

Both were tried out recently at the Embassy.

## Mie. Play III Paris

Paris, Dec. 25. "The Play Closes 2 Days" Failure to have an understudy ready to take on Franciose Roy's part in "Seduction" currently at the Antoine, darkened the theatre two days this week. Illness kept the star away.

Real action, whenever an understudy steps for a star, is to give it no publicity, leaving it to payees to find out. Press is notified when the star returns.

## Sees Brit. Film Biz Stalled

Hollywood, Dec. 25. Priorities on building materials may delay the British film industry's expansion until 1947, according to William Dove, president of the BFI from London where he closed a talk with the Players Corporation and LHM-Dunfee, English agency. "Only 33 percent of all studio space has been returned to English producers," Dove declared.

## Newseels Resume In France Early in 1946

Paris, Dec. 25. Regular film company newseels will resume operations on Jan. 3, when the current official newseel monopoly ceases. Monopoly was instituted at the time of the Liberation. While due to stop on Dec. 15, it now has been extended for three more weeks.

Apart from 20th-Fox and Paramount, local releases are Eclair, Pathe and Gaumont.

## Break in French Quota Fog Seen

Paris, Dec. 18. Although solution of current quota situation still looks distant, the first step showing some breaking of the American distrib angle is seen in Minister of Information Affairs Malraux's statement. He is in favor of keeping in force the 7% levy on grosses. This coin goes to a 50-50 split divided between French producers.

This special tax has been in force for several months, but no money collected has not been distributed despite repeated claims by the producers. It is a roundabout way of compensating distrib to support the local industry, in the opinion of film people here.

## MEXICO TO HAVE FULL DEPT. TO HANDLE PIC

Mexico City, Dec. 25. Following through with President Manuel Avila Camacho's recent statement that pictures are given priority to Mexican prestige, culture, education and are an important national government responsibility, Antonio Castro Leal, new chief of the cinematographic supervision division of the Interior Ministry, has announced that the division is soon to be raised to the status of a full government department.

Move would give more scope to the presidential plan to further aid the film business.

## Latin Movies Dubbed Into Disney Pic for S.A. Trade

Arrangements for a Spanish dubbing of Walt Disney's "Make Mine Music" for the cartoon feature's Latin-American run were completed last week in Mexico City by Leo Samuels, Disney asst. sales manager. Film is to be released late in 1946.

To insure top marque value for the film in S.A., Samuels lined up some of the top Mexican talent whose voices will be used in the Spanish version. Trio Cavaleros, Mexican singers, will replace the voices of the King's Men, and Clutch Martinez, with his wife, Estrellita, are slated to do the dubbing for the Andrews Sisters' number. And Russell, a bilingual, will do his own Spanish version, while the voices of Nelson Eddy, Dinah Shore and Benny Goodman, marquee names in their own right south of the border, will remain in the picture in the original recordings.

## New British Pic Group Sets Production on Two

London, Dec. 25. Having successfully launched "Rake's Progress" starring Rex Harrison and Lilli Palmer, independent British picture production headed by Frank Launder and Sidney Gilliat, now is completing "First Love," Dark Stranger, at DeMille Studios, which stars Deborah Kerr. Support includes members of Playboys Theatre Company. Film will be distributed by General Film Distributors. "First Individual picture to go into production in 1946 will be 'Green for Danger'."

## Current London Shows

London, Dec. 25.  
"Arsenic & Old Lace," Strand.  
"Bell for Adam," Phoenix.  
"The Blue Bird," Saville.  
"Blithe Spirit," Duchess.  
"Crying Out Loud," Stoll.  
"Dance of the Vamps," Westminster.  
"Duet for Two," Lyric.  
"The Feathers," Savoy.  
"The Gentleman," Palace.  
"Gay Sealings," Palace.  
"Happy & Glorious," Palladium.  
"The Heart," Aldwych.  
"Heroes," "Warrior's View," Whitehall.  
"Hollywood," Yorks.  
"The Edinburgh," Playhouse.  
"Wintermear's Fan," Haymarket.  
"Madame Loo," Garrick.  
"Marie Antoinette," Princess.  
"Night and Mustie," Coliseum.  
"No Medals," Vaudeville.  
"Perchance to Dream," Hipp.  
"Private Lives," Apollo.  
"See How They Run," Comedy.  
"Show Sky Camera," St. Martin.  
"Sign No More," Piccadilly.  
"Sweetest Lawer," Ambassadors.  
"The Whirls," Criterion.  
"White Sun Shines," Globe.  
"Years Between," Wyndham.  
"Mrs. Harrington," Winter Gdn.

## U.S. Style Swing Bands Big in Mex.

Mexico City, Dec. 25. Mexico has become such a good spot for sweet-dancing bands that, they'll soon be rolling up a place in Mexico, the maestro estimates, when recording really gets going here and cinemas find out that stage bands spell bigger boxoffice.

Mexico's natural, albeit still latent, music consciousness is seen by Hoagland, who introduced a maestro piece on U.S. swing here, and should knock out.

Hoagland sees Mexican dance bands swinging to the tune of music played by Dorsey, Kyzer et al. north of the border. Big name bands from U.S. should really go places in Mexico, the maestro estimates, when recording really gets going here and cinemas find out that stage bands spell bigger boxoffice.

## SIRITZKY'S RIGHTS TO 4 FRANCH FILMS

"Special Mission," first official documentary of activities of the French underground movement, has been purchased for America by Leon Siritzky, president of the Franco-Canadian Documentary in Paris. He has also obtained rights for the U.S. for the French film "The French Canadian," three Marcel Pagnol productions. Prints are en route. In addition to importing French pictures for showing in this country, the plans of Siritzky and his two sons, Joseph and Samuel, embrace the purchase of American-made for showing in France.

Leon Siritzky, in France several years, is in connection with reclamation of the Siritzky circuit, embracing 75 houses, which fell into the hands of the Nazis and are back in N.Y. before Christmas. He plans to become an American citizen. The two sons are slated to get their final naturalization papers in June.

## Ottawa Council Blasts Films Unfit for Juves

Ottawa, Dec. 25. Blasts against films, radio, comic and thriller books used Ottawa City Council's province-wide campaign for a general "clean-up" of such material. Double the Ottawa City's resolution to be sent to every city council in Ontario with a request for similar demands. The censorship of pictures depicting vulgarity, lawlessness, sex and divorced women and film advertising is indicate whether the film concerned is okay for adult, vice general audience.

Council also demands banning of "sensational radio plays," Ottawa City Council also has asked for prohibition of ads showing "people pointing firearms."

## DAVID BLUM, MEX. O.O.

David Blum, head of Loew's international public relations, heads for Mexico City today (Wed.). He is free to publicly set up, but will be gone about 10 days.

# 50-90% Boost in Biz Claimed By Loew's in Dubbing for Latin America

## Claude Bourdet Heads French Radio Setup

Paris, Dec. 25. Claude Bourdet, son of the late playwright Edouard Bourdet, has been appointed head of French radio. Bourdet, 32, Gunderberg, 32, remains with the organization as head of a newly created radio bureau.

Changes were made to reorganize French radio, but non-commercial official radio monopoly still prevails.

## Meet on Foreign Film Situation

Foreign chiefs of major U.S. film companies huddled last week at the Motion Picture Assn. offices, N. Y., to discuss the foreign output. No decision announced.

The industry's Export Assn. met the same day to go over the Czechoslovakian situation. Film monopoly is still in operation there, with Russian product getting the edge. He repeats the Assn. may set its machinery next in Czechoslovakia with the same arrangement as in Czechoslovakia. Export Assn. handles all major company product on a pro-rata basis.

## KAHN CLIPPERS TODAY TO HEAD UP HOLLAND

Establishment of operations of the new Motion Picture Export Assn. in Holland, long in process of being perfected, will become a reality after Henry W. Kahn, representative of the Export Assn. in Amsterdam, comes there, via London, today (Wed.). It's the first time in any major film companies. Expected that 200 U.S. features and some shorts will be released via the Export Assn. setup, with each member getting a share of jointly involved. Each American company individually because of the film monopoly operated in Holland. This has made it unprofitable for individual U.S. companies to do business there. The Export Assn. will operate on the big American distributors, any picture released will be on U.S. major film companies on stipulations of Holland authorities.

Kahn stops off in London to huddle with Fay Allport, European manager for the Motion Picture Assn. of America, and get latest news of developments in Holland. This is a backlog of nearly five years of American product becomes available under the Export arrangement.

## Only Way to Boom OK S.A. Biz: More Theatres

Rio de Janeiro, Dec. 18. Theatre biz in South America is booming, with biz at capacity now for several months. Situation is similar to Europe, but both domestic and U.S. distributors can plot how much each house will gross over an average.

Felt that the only way to increase revenue, and attract new audiences, is to free construction material for the building of new theatres.

## French Honor 'Espoir'

Paris, Dec. 18. Louis-Delluc prize for the best picture played since the Liberation was awarded to "Espoir" by a jury committee here. Film was produced just before the war by Edouard Grouzeau-Molliner and shows Red activities in Spain during the Spanish revolution. It has been sold to a political organization for propaganda purposes. Feature was made by Andre Malraux, European minister for the arts. The award is considered a tactical gesture by the critics.

Dubbing of American pictures into Spanish has resulted in an average increase of 50% in business for Loew's International in Latin America market, sometimes resulting in a 90% boost, according to Sam Burgar, Loew's international divisional director for Latin America. Just back from three months visit to Latin America, where he has been border, Burgar was highly optimistic over the outlook for business in Latin America for the next few years. He said that synchronization of American productions into Spanish had enabled Loew's to show larger grosses on "Bathing Beauty" and "Gaslight" than realized on "Kismet" and "The Band." Several versions even had beaten the best shown by ex-Mexican-made films, he said.

Company expects to have 20 theatres operating in Latin America within a year, now having nine in operation, with plans for nine more shortly being part of Loew's International construction program.

Operations of 16-millimeter setup for foreign market should be under Loew's International control in the Latin-American territory, the first market to get these smaller gauge films, but has enabled Loew's to show larger grosses on "Bathing Beauty" and "Gaslight" than realized on "Kismet" and "The Band." Several versions even had beaten the best shown by ex-Mexican-made films, he said.

Burgar returns to Latin America on a longer trip early in January, and Arthur Loew, company presy, likely will accompany him.

Burgar said Loew's had established the synced picture in Latin America in about a year's time. He said Loew's had been expected to take at least two years for them to catch on. He was impressed that what had been accomplished with Red Skelton comedies. Previously all of his pictures were in Spanish. He said Loew's had played nine weeks in Bogota, Colombia, where previously most films are shown only three weeks.

Arthur Pincus, of Metro's 16mm department, said that Loew's had been chosen as the first foreign market in which to launch 16mm. product. Film will be sold on same basis as 35mm.

## \$100,000,000 (Mex) Spent On Mexican Amusements

## Last Year, 80% on Films

Mexico City, Dec. 25. Paid public amusements rank high among the industries of Mexico. National Statistics Department announced that 80% of the total (Mex) was spent for entertainment last year. Cinema took 80% of that total, higher for any year in Mexico's history.

Department noted that the grand gross for entertainment last year was singularly good in view of soaring living costs and upped admittance prices. Last year's gross was 100% greater than pre-war. Last year's box office made that of 1938 loss of that total, higher for any year in Mexico's history.

Shown claim the current boom was last year's season, but with public yen for the theatre may decline that for fix will steadily increase. This is backed by the fact that 120 cinemas are under construction here, with openings set from the late spring of next fall.

## JOUVET-GIRAUDOUX COMEDY A PARIS HIT

Paris, Dec. 25. Official government backing of Louis Juvet's new comedy at the Avenue has made it a national event, resulting in a play getting reams of front-page publicity unprecedented in the history of French cinema. Entitled "Folle de Chailhot" ("Chailhot Madwoman"), it's the first staging of a comedy penned by the late Jean Giraudoux, with story reworked by Juvet and shown by the predatory trio in their efforts to lure the masses. Beautifully produced, carefully shot, the play features Juvet in the title role opposite Jouvot.

# We Predict

**JANET BLAIR** and her new sweetheart will sing "I'm Glad I Waited For You", "Love Is A Merry-Go-Round" and "Kiss Me Hello" to the top of your "must hear" list...

**ALFRED DRAKE**, singing star of the famed stage hit, "Oklahoma!" (How they loved his "Oklahoma!" recordings!), will score an even greater triumph in his first screen appearance...

**MARC PLATT** will dance to dizzy heights of popularity! You'll hail his incomparable "Dance in a Shooting Gallery" as the most spectacular of all his triumphs...

**SID CAESAR** will be an overnight comedy sensation... for here, indeed, is the most exciting new personality... the most richly talented screen discovery of the year...

*We Predict* "Tars and Spars" will be one of 1946's outstanding entertainment delights!

COLUMBIA PICTURES presents

# Tars and Spars

STARRING  
**ALFRED DRAKE · JANET BLAIR · MARC PLATT**  
WITH **SID CAESAR · JEFF DONNELL**

Screenplay by John Jacoby, Sarett Tobias and Decca Dunning  
Produced by **MILTON H. BREN** • Directed by **ALFRED E. GREEN**  
Lt. Comdr., USCGR  
Produced in cooperation with United States Coast Guard

You can count on big nationwide Coast Guard cooperation!



COLUMBIA SILVER ANNIVERSARY 1946

# Priority on Bldg. Materials Hits Circuits But New Theatres Appear

Los Angeles, Dec. 25. Heavy theatre-building program, built up by major and minor circuits for postwar era, has run into a snag through the new governmental ruling that places building materials back on the priority list. Circuit heads in this area are analyzing the presidential announcement to learn how great its effect will be on construction of new film houses.

With most of the material going into low-cost houses, construction exhibitors predict that it will slow down the erection of much needed theatres. They are already meeting much difficulty in obtaining material.

New Sutton-Seater  
400, W. Va., Dec. 25.  
New 400-seat theatre due shortly, built by Alving circuit and owned by Raymond E. Thayer, manager of the Sutton and Gassaway, Alpine houses. It will be fireproof, air-conditioned, and modern in every respect. The Gassaway house, in a nearby town, will be remodelled.

New Nabe in W. Va.  
Fairmont, Va., Dec. 25.  
Spencer, W. Va., will have a 600-seat nabe within 60 days, according to Henry C. Woodward, president of a string of newspapers. The A. & M. Corp. of Logan, W. Va., will operate the house.

Switow's Latest  
Louisville, Dec. 25.  
S. J. Switow announces new nabe, to cost \$200,000, to be erected in the east end section, seating 1,500, with ample parking facilities. Switow started in business 37 years ago with a small film house, and now operates four houses in Louisville. Chain also has 16 theatres in Indiana, of which five are in New Albany and Jeffersonville, just across the Ohio River from Louisville.

Still Another  
Oakland, Dec. 25.  
On heels of announcement of purchase for \$900,000 of a theatre site at 17th and Broadway, the Golden State chain prepared to build another new nabe in the exclusive Montclair district. The City Planning Commission has done some reasoning to permit the structure.

New Drive-In  
Tilleville, O., Dec. 25.  
Drive-in to be constructed here by Streuberville group, to open May 1. Property consists of 28 acres. "Incense" speakers are promised. Cost is estimated at \$75,000.

New Negro Houses  
Memphis, Dec. 25.  
The city approved application for one suburban theatre project here last week as plans for another new Negro house were announced as a joint project of two other nabe outfits.

M. A. Lightman's Malco Circuit granted permission by the City Board of Adjustment to build a \$200,000 shopping center in the Crestwood area with a 1,400-seat movie. House will be of the newer stadium-type construction and may use occasional first-runs, according to Lightman.

Kimmons Wilson and Lou Weaver of the Airways will be partners in posed new Negro theatre in the Grand Mount area, finally got together on a partnership in a single enterprise with Chalmers Cullen, Nate Brown and Ed Collins. The Madison and Savoy operators.

Six in Ohio Expansion  
Toledo, Dec. 25.  
Several theatres are being planned in this area for early construction. A 2,000-seat house is planned as part of huge recreational and shopping

center by Edward Cannon in East Toledo.

Bids will be asked late this month on a 1,000-seat house which is part of a \$1,500,000 shopping center development in Maumee, near Toledo. The house will be owned by the Anthony Wayne Development Co. Theatre will be leased to Jack O'Connell, owner of Loopy in Toledo.

Contract has been awarded for construction of another theatre in Maumee. It will seat 855 and will cost about \$150,000.

In Columbus, O., a three-story building will house a new theatre, recreational center and stores. Property has been acquired by R. B. Ridenour.

Campaign to finance a \$250,000 three-story public auditorium has been started. Aimed as a war veterans' memorial. It would include a main auditorium and a little theatre seating 600.

Still in the planning stage is a \$400,000 memorial auditorium in Columbus which voters approved in a bond issue last month.

Eight new drive-ins are being planned in four Ohio cities by Herbert J. Ochs, pioneer in the open-air theatre field. Construction has already begun on drive-ins in Cleveland, Columbus and Toledo and begins shortly in Dayton.

## Allvine Handling MPAAPress in N.Y. Under Clark

In a realignment of public relations offices of the Motion Picture Assn. of America in N. Y., Glen Allvine, who formerly was secretary of the film biz public information committee, has been placed in charge of publicity.

Arthur DeBra, who headed the office in N. Y. while Col. Kenneth Clark was in the Army, is relieved of his public relations press work. This will give him more time to concentrate on educational activities, public relations contacts with civic and church groups and on Production Code matters. While not made official yet, Clark is expected to head up the whole public relations setup with headquarters in Washington.

## YOUNG ABIDES HORNBLLOW

Hollywood, Dec. 25.  
Collier Young, former lieutenant commander in the Navy, moved into Metro as production associate of Arthur Hornblow, Jr.

During the war Young was cited for his work in making Naval documentary films.

## Enough Shows Into Germany for GIs; Army Reduction Leads to Rerouting

Editor, VARIETY:

Frankfurt

The war correspondents are currently shuttling between here and Nuremberg, which is the greatest show ever seen. In addition to being a very moving and tremendously piece of history happening, the trials are certainly a great production job. The showmanship in them has to be seen to be appreciated.

The Park Hotel in Frankfurt is a combination press camp, public relations headquarters and crazy Tootsy's. In the bar outside the out-glass-and-white-linen dining room (very chic for Frankfurt) you will find John Doe Pussos gin-rummying with MBS Les Nichols—or such equally continental types as NBC's "CBS" Shiver, ABC's Baskin and press stalwarts Drew Middleton, Carl Levin, Judy Borden of the Sun and many another.

Enough shows are getting into Germany now to satisfy the GI

None is lagging behind at Paris or Rheims, since virtually all U. S. installations have pulled out of the Paris area.

The fact that we are so reducing our operations in France inevitably leads to a routing for USO-Camp Shows, which concentrate more heavily on the American zone of Occupied Germany. In and around the Frankfurt-Westend area right now we have the "Up in Central Park" unit; a "Panama Hat" co. reported very good; a unit of "The Front Page"; "Hello to You"—with songstress Pat Loderie; Gypsy Markoff with her own show; and a really nice stock company playing "Furthest of Happiness" at the Wiesbaden, Opera House.

That's a lot of live entertainment for one area in one week, when you add the fact that there are 10 movie theatres playing current Hollywood product nightly—and night clubs for (Continued on page 23)

## Nat'l Review Bd. Picks 'True Glory' as 'Best' Pic

"The True Glory," Anglo-American film account of the war in Europe, was picked as the year's "best film" by the National Board of Review of Motion Pictures, which gave out its 20th annual selections of the season's 10 outstanding pictures last week. Rex Millard was voted the year's best actor for his portrayal of the dispossessed in "Lost Weekend," while Joan Crawford was named the top actress for her title role in "Mildred Pierce." Jean Renoir was picked as best director for his film, "The Southerner."

The other nine films, picked on basis of "artistic merit and importance," were "Weekend," "Southerner," "C.I. Joe," "Last Chance," "Colonel Blimp," "Tree Grows in Brooklyn," "Fighting Lady," "Way Ahead" and "The Clock." In selecting "Col. Blimp," the organization's committee on exceptional photographs said it was based on the two and a half hour version when shown on Broadway. It later was cut to around 70 minutes. The 10 pictures which led in box-office popularity as decided by "National Velvet," "Lost Weekend," "House on 92d St.," "Anchors Aweigh," "Fighting Lady," "The King of Kings," "C.I. Joe," "Tree Grows in Brooklyn," "The Glory" and "Valley of Decision."

## Bouncer for War Bonds (At Theatre) Nails AWOL

St. Louis, Dec. 25.  
The long arm of the FBI reached out last week from St. Louis to Cleveland and nailed Thomas Albert Mason II, Negro, 26, who is wanted here for swindling the American theatre war bond sales staff of two \$1,000 bonds several weeks ago. The Negro, a T-set, and also AWOL from Ft. McCallum, Ala., presented a rubber check for \$1,500 for the bonds at a sales booth at the Little White House in downtown St. Louis. When the check bounced he had disappeared. According to the local FBI, who took up the chase for Mason, he was trying the same swindle in Cleveland. He was said to have confessed pulling the same racket in 15 American cities in the last several months.

## Joe Santly Leaves WB

Hollywood, Dec. 25.  
Joseph Santly asked for and received release from his director's post at Warners.

Currently negotiating an independent production deal.

## PAULETTE GOES TO BAT

Hollywood, Dec. 25.  
Paramount and Paulette Goddard straightened out their differences over the script of "The Sunfield," in which the actress will co-star with Susan Tufts, starting late next month.

Picture will be based on a baseball hit by Heywood Drown. Sidney Lanfield will direct.

## A Fresh idea in Christmas Gifts..

*the ready-to-serve Martini  
that always tastes fresh!*

Get out your Christmas list and cheer!  
Here at last is a ready-to-serve Dry Martini so dairy-fresh you'd vow it was just mixed!  
It's Hiram Walker's Dry Martini—and it retains that fresh-mixed taste right down to the last drink you pour. What gift could be more welcome these busy holidays, when unexpected guests drop in so often?

Just ice and serve...



*Hiram Walker's*  
**dry martini**

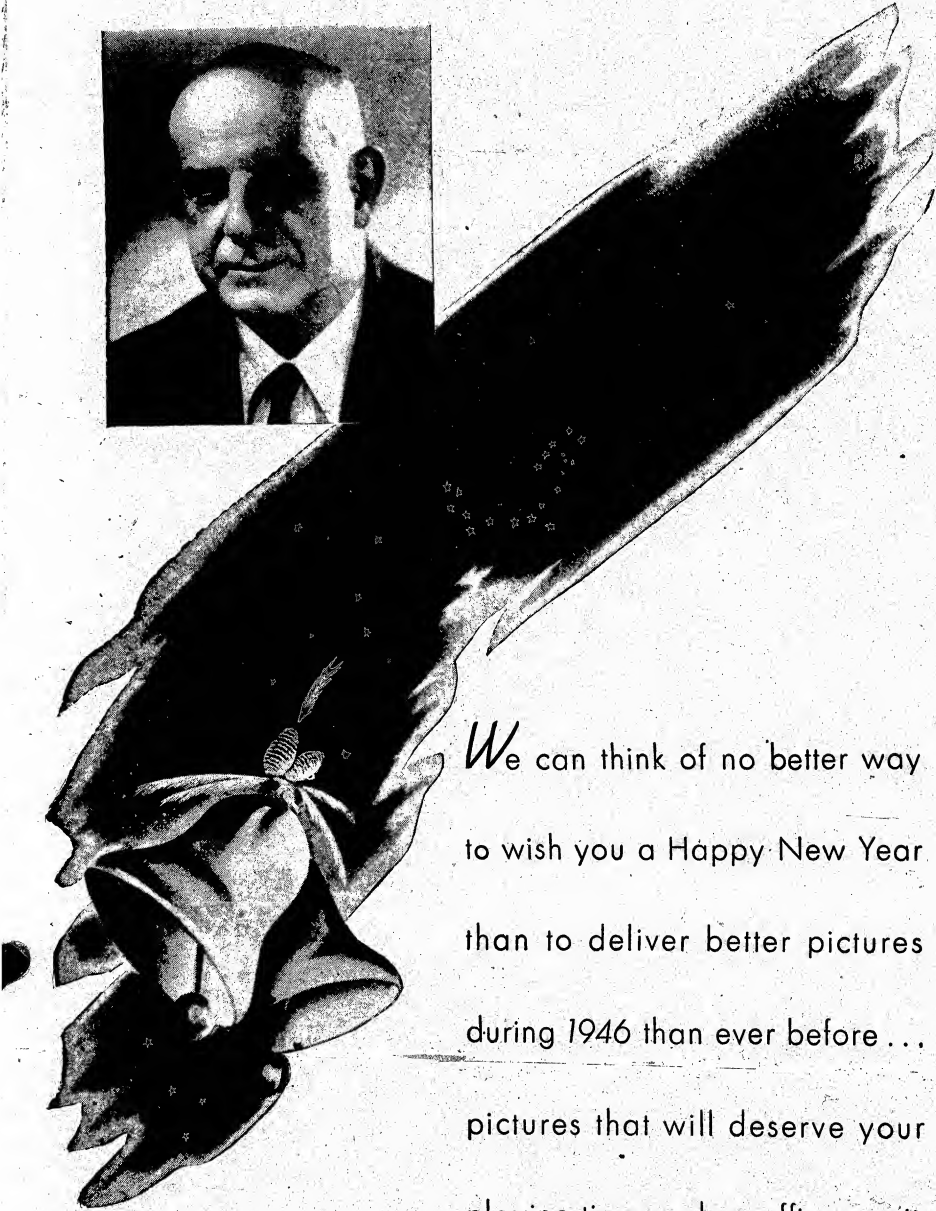
Hiram Walker & Sons Inc., Peoria, Ill.

66 proof

SKY HIGH ON MIAMI BEACH

*Lord*  
*Parlison*

© 1945 Hiram Walker & Sons Inc., Peoria, Ill.  
All rights reserved. No other office has been authorized.



*We* can think of no better way  
to wish you a Happy New Year  
than to deliver better pictures  
during 1946 than ever before ...  
pictures that will deserve your  
playing-time on box office merit.

REPUBLIC PICTURES  
Herbert J. Yates, President,





# Petrillo Ready to Tackle Radio's NAB United Front Under Miller

James C. Petrillo, proxy of the American Federation of Musicians, is ready to tackle the musicians' quota system issue on all national affiliate stations, right after the first of the year, and is preparing to have it out with Justin Miller, new president of the NAB.

Petrillo's move, it was believed in the trade, may indicate that he feels the industry is planning to use the NAB's new labor relations committee as a weapon against his union, and he is prepared to throw the first punch.

Since Petrillo banned the use of live music for FM radio when it originated in studies used for AM broadcasting, the broadcasters, including nets and affiliates, and even inland around the country, have been quietly organizing a "united front" around the NAB's labor relations group.

Miller had played the role of mediator of the broadcasters.

This week, Petrillo announced that a survey of stations, in which he claims, shows that out of a total of 686 web-affiliated outlets, only 286 employ standby musicians.

He is sure the AFM head is understood to be ready to clamp down hard with the next few weeks' quota system the musicians' quota system on the remaining 411 stations.

By jumping the gun through the issue involved in the FM ruling by the AFM—Petrillo is believed to insist that he can beat the industry's "united front" before it is fully solidified under Miller's leadership. He is sure to find that he can line up most of the 286 stations that do observe the quota system against those who do not.

Petrillo is also believed to have announced his survey as a hint that the musicians' better off to deal with him, and that, if he calls the net, it will be via stoppages or strikes rather than through a conference.

**Fu Cues KFRU's 'School of Air'**

St. Louis, Dec. 25. When the flu ran epidemic proportions in Columbia, Mo., last week, the closing of all public schools for four and one-half days last week station KFRU moved its facilities to Rupt. of Scholes Ziegler. He assembled 22 school marmos, representing grades from kindergarten through high school, and mapped out entertainment, via the ether, planned for assemblies during the school week.

All programs were given the highest priority in spot promotion and cancellations. While the schools were shut down, two programs, one 15 mins. and the other 30 mins. were aired for the students. The school listening was reported and now the school authorities are working out a regular public school hour on KFRU.

**NO MORE PINK TEA ON MBS—THANK YOU**

Abe Schechter, Mutual news and special events chief, is issuing a statement this week to the effect that all pink tea parties, which originate special events that are fed to the network, ordering a more substantial job of educational material presented by organizations begging for assistance.

Too much of the stuff these organizations want to air is pretty water, in Schechter's opinion, and he cannot be expected to study a batch of scripts that had recently accumulated on his desk, he declared when his broadcast associates told him would only kill off a potential listening for the shows that follow.

The New York office, which originates the greatest percentage of special events shows for the web, has had its hands full running away such organizations and clubs. They are charged because "they've been R.O.D., but usually and that "in the past we've permitted on our part little broadcast." To which Schechter has had to return on a few occasions "Sorry, but we don't serve any more radio tea."

## CBS Can't Stand, Etc.

Probably no other radio personality has cashed in on such a high percentage of first plugs as Jack Benny, whose "I Can't Stand" contest has been kicked around for laughs on the commercial network aires, NBC and otherwise, particularly during the past week.

But giving the NBC comedian a free ride on an opposition network appears to be another story. When Arthur Godfrey on one of his CBS ayemers last week wrapped up the Benny gag and tossed in some Fred Allen (also NBC) plugs, he wound up with a postscript to his listeners that he had just been tipped from the control room that the CBS waiter show "I I (Godfrey) knew what network I was on—and if I wanted to stand on it."

That ended all further reference to Benny, the contest and Allen.

## Sergio Hit By 'Mayflower' Gag

Lisa Sergio was recently on the receiving end of an anti-immigrant attack by William G. Fulcher, a teacher at the Manhattan, N. Y., High School.

The New York radio commentator had lectured previously in nearby Larchmont. Fulcher in addressing the students, called for the American Revolution, demanded by what right a recently naturalized citizen recently uttered. "Surely," he said, "the history goes back to the 1600s have a better right to offer aid to the efforts of the immigrants."

The Maranese teacher quoted the teacher for three columns, with clippings of his remarks since circulated widely among radio writers and commentators in Manhattan who are stunned by the views expressed. There has been some talk of organizing a radio program to blast the ideas, although some argued Fulcher's important enough to be a good target.

## PUBLIC SERVICE FOR

### LaG's MORRIS S. NOVAK

Morris S. Novak, director of New York's municipally owned WNYC, is expected to resign his post, going to specialize in public service radio when he leaves his city job, he is rumored.

Mayor Fiorello H. LaGuardia a few weeks ago, the bowout to take effect when LaG. himself leaves office, next week.

Novak will act as radio consultant to LaGuardia, and will probably take some leave before he departs. He has helped develop FM radio plans for the International Ladies Garment Workers Union. LaG. had recently applied to the FCC for several licenses, and is expected to get them.

In his buildup of LaGuardia as a radio personality, Novak not only has been the chief of the city's radio broadcasts over WNYC, but also placed promotional articles in about a half dozen national magazines during the last year, and generally spread the word coast-to-coast about LaGuardia as a color in the field.

When the Mayor finally was signed for two Sunday spots—15 minutes each—on the radio, Novak was for Liberty and, and 25 minutes Sunday noon on WJZ, N. Y.—and he was a color in the field.

who were after him, the personal rep work for him being done entirely by Novak.

## GE Wants a Show

Young & Rubicam is shopping a new 15-minute, 10 o'clock, 10-minute time show for General Electric (agency division).

The program would represent an expansion of the top billing with the sponsor's Phil Spitalny—"How to Organize" show and the GE "House Party" cross-the-board CBS show set into next year.

## James D. Shouse

spotlights

### "Radio's Role in Selling International Understanding"

an editorial feature of

VARIETY's

40th Anniversary Number

## CBS Sustainers Assured 13 Wks.

As part of the new programming policy being evolved at CBS, henceforth all sustaining shows will be allotted into a specific time segment for a minimum of 13 weeks.

The show originally carries a desire to play ball with affiliate stations, some of which have squeaked in the past few weeks in order to keep the network show, they had to cancel local commercial time, they have to move into another slot.

Feeling, too, is that it's unfair to the radio's trying to make its potential. If the programming dept. starts kicking it around from scratch.

## Three-Way Fight Goes On; WOL, Fulton Lewis Vs. Common Sense Mag

Washington, Dec. 25.

WOL, in a brief filed at FCC Thursday (20), defended its refusal over a four-month period to give editors of Common Sense Mag air time. The magazine goes back to the 1900s have a better right to offer aid to the efforts of the immigrants.

The Maranese teacher quoted the teacher for three columns, with clippings of his remarks since circulated widely among radio writers and commentators in Manhattan who are stunned by the views expressed. There has been some talk of organizing a radio program to blast the ideas, although some argued Fulcher's important enough to be a good target.

The three-way fight grew out of an article in the March, 1945, issue of the radio and, it is related over a four-month period to give editors of Common Sense Mag air time. The magazine goes back to the 1900s have a better right to offer aid to the efforts of the immigrants.

The Maranese teacher quoted the teacher for three columns, with clippings of his remarks since circulated widely among radio writers and commentators in Manhattan who are stunned by the views expressed. There has been some talk of organizing a radio program to blast the ideas, although some argued Fulcher's important enough to be a good target.

Letters ping-ponged back and forth between the mag and WOL in an effort to get radio time. Fight was climaxed in October when Common Sense Mag applied to the FCC to yank the station's license.

While "operation in the public interest" may imply that a broadcast station should present all points of view, the FCC has said that "public" issue, there is "no such implication with respect to private or personal issues," the WOL broadcast. Errors of fact in the Lewis broadcast "were insignificant," stated the FCC, but WOL admitted "poor judgment" in devoting a broadcast to attack of the piece.

## Herb Shriner Heads New Comedy-Musical

Several agencies reported getting a new half-hour package wrapped up by the William Morris office, which has been headed by Herb Shriner, recently out of service.

New comedy-musical package also spots Jane Frome, who will have her lines via a free verse treatment. Originally spotted for the show "The Herb Shriner" by the agency, but, latter bowed out for other commitments.

Shriner, going into uniform Shriner was spotted on the "Camel Caravan" show. It's reportedly a \$7,000 package.

Worster-Mittl Kerkens, publisher of the New York Times, is signed to accept the post of radio director of the Greater Boston Community Fund. Resignation becomes effective Dec. 25.

## Denny's Trial Balloon

Washington, Dec. 25.

At least one FCC commissioner—Charles R. Denny, Jr.—would like to junk an FCC regulation requiring station identification and identification on the half-hour. At a hearing Thursday (20) on the proposed purchase of KQW, San Francisco, by CBS, the FCC members questioned Columbia witnesses closely on net policy toward selling "spot announcements" during the 30-second break periods, when local stations take over the air for identification apiece.

Denny commented it seemed to him "a dirty trick" that an advertiser could buy that time the other advertiser. "The advertiser is going to show before and after the station break period. Indications were that the Commission might feel favorably inclined toward any move to knock station identification and set cut down on time available for sale of spot announcements."

Rule requiring station identification on the half hour, it was pointed out, had the original goal of seeing that stations kept glued to their frequency. Now, however, radio stations seem if ever sorry for their waverings, the need for a close check no longer exists. On the other hand, it was argued, FCC monitors would have difficulty in identifying stations they were checking if identification was required only once in 60 minutes. For that reason FCC has not moved to rewrite this regulation.

## Mutual to Join Workshop Parade; Scripters Want Still More Open Shows

More air time is likely to be opened up by the Mutual network, scripters or for old hands at the writing game who find the freelance market contracting almost to a vanishing point.

With CBS already committed to early reopening of its old radio workshop, the Mutual network has revealed last week as planning a similar show for early airing. Herman Philadel, executive director for Mutual, was contemplating renewal, as soon as suitable time can be spotted, for the Mutual Radio Workshop.

That program would be a showcase, not only for new and experimental writers, but also for those who feel they have something new to contribute by way of production.

An intensive audit of so much of the plan is that this net, reportedly, would pay \$150 per script aired on "Creative Artists Workshop" to pay only \$100 per show had been called inadequate by Peter Lyon, president of the Writers Guild.

In addition to CBS and Mutual's workshop plans, the Writers' Guild is pushing a similar plan. The Guild excess and agencies are also trying to get agencies interested in doing original material. Such shows are of 60-minute duration. Shows such as all nets, think the Guild people are not ready to take on the development of new radio techniques, but would also furnish outlets for freelance writers who are finding their work constantly diminishing.

## Will Congress Rend the Air?

Washington, Dec. 25.

Semi-weekly broadcasts direct from the halls of Congress to the nation are recommended in a report issued Saturday by a sub-committee of the joint congressional Reorganization Committee. The report says that has been working on a plan to streamline Congress.

Report recommends that "Congress in Action" show come from the House each week, and the Senate from the Senate. It urges a special night session by each house on the radio, to be held on a regular basis, coverage, and to prevent competition with soap operas and other daytime performances.

Germ of the plan was first suggested by Senator Claude Pepper (D., Fla.) who felt the people would get a better understanding of the problems of Congress and how it works, than if one or more networks could carry actual broadcasts to the nation's millions of homes. Pepper's idea was to have the shows carried in the daytime, but the committee decided against this because it wanted to reach a quillier audience, and the committee decided against this because it wanted to reach a quillier audience, and the committee decided against this because it wanted to reach a quillier audience.

What will happen to the scheme when the full committee starts to work on the bill, the committee's recommendation for streamlining Congress is anybody's guess. And it must be remembered that both chambers of Congress will have to act upon whatever the full committee recommends.

However, it is not too early for the networks to start considering the matter. Such a show would probably be sustaining and would above out paying time. In addition, a web would be up against a very uncomfortable situation if it had to consider cutting a rubble-ouster of the air it elected to use part of the time for the "Congress in Action" show. The sub-committee's recommendation called for using parts of Wednesday and Thursday nights for the "Congress in Action" programs.

Cleveland—Dorothy Shimp has been named by the Greater Cleveland Board of Trade as the new director of WTJW, coming here from the Cleveland theatre of Muncie, Ind. She recently was in the city as a radio personality. Her husband, who leaves for New York.

## MURRAY DYER BACK

Murray Dyer, formerly an editor for the New York Times, is back in the U. S. after a long stint with the OWI in India and Japan. He is expected to be a couple of months.









# 2961 Cities and Towns in 33 States Sent 38,193 Requests in 10 Days

It all started innocently enough: "Uncle Tom," the drawling M.C. on Consolidated Royal Chemical Corporation's Western Jamboree—one of the many Popular WCKY programs (8:45—9:55 P. M. nights), casually remarked on ONE program, just ONCE, that if anybody wanted to see what he looked like, to write for a picture. That's all.

And then it *did* start. The first day's mail flooded in by the sackful and we called out the reserves. We knew the program was a popular one—we knew we had a far reaching signal—but even we were amazed and astounded by this rush of mail from practically every corner of the nation; this overwhelming evidence of listeners. When it was counted and sorted, there were 7,251 letters and cards from nearly 3,000 cities, towns and villages in 33 states—states containing 84% of the nation's entire population.

But that was only the beginning. Before the requests from that ONE announcement stopped—in three days—there were 13,388 tallied and checked. The announcement was repeated several times more in the next few programs and at the time this advertisement was prepared the count was well up towards 40,000—and still coming, although a deadline of December 1 had been established.

So what? Well—Western Jamboree is a WCKY planned and produced show. So—smart programming and smart showmanship plus 50,000 watts of salespower provides a bonus, buying audience which has no relationship to rates and coverage maps.

If you'd like more detailed facts about coverage, rates, programs, audience, on a station capable of being heard by five out of every six people in the nation, write or wire us or

Ask a Free and Peters Man

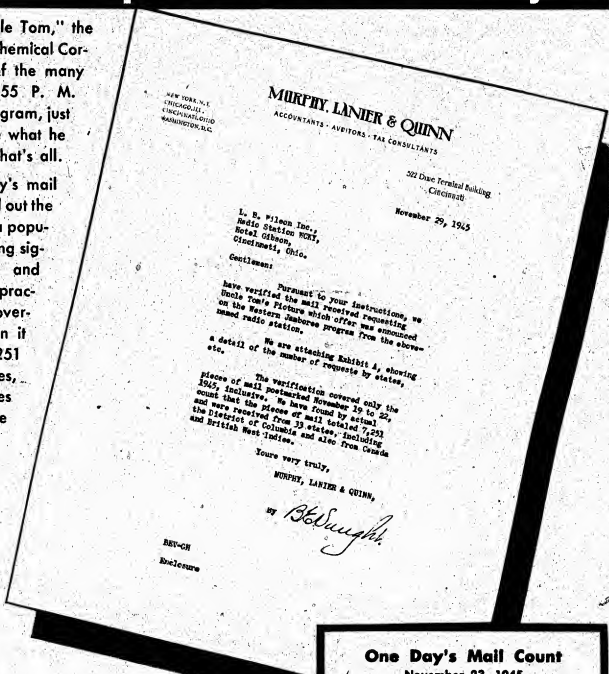
# WCKY

*L. B. Wilson*

CINCINNATI

50,000 Watts of Sales Power

The Nation's Leading Independent Voice On The Air



## The count was observed daily by one or more of these Cincinnati Agency Executives

Walter Hoehnle.....Hoehnle Advertising Agency  
Kathryn Hardig.....Ralph H. Jones Co.  
Sprogue Mulligan.....Perry-Brown, Inc.  
Mae Rieser.....Rieser-Ernest & Assoc.  
Martha Reuver.....Mahlon B. Sheridan Co.  
Leonard Sive.....Leonard Sive & Assoc.  
Chas. Butler.....Stockton-West-Burkhardt  
R. M. Fleming.....S-P-D Advertising Agency  
Patricia Murphy.....Frederick W. Ziv Co.

## One Day's Mail Count

November 23, 1945

State	No. Towns
Alabama	327
Arkansas	59
Connecticut	1
Delaware	5
Florida	114
Georgia	351
Illinois	40
Iowa	2
Indiana	20*
Kentucky	81*
Louisiana	45
Maryland	55
Maine	4
Massachusetts	4
Minnesota	4
Missouri	46
Michigan	160
Mississippi	7
New Hampshire	2
New Jersey	33
New York	608
North Carolina	45*
Ohio	4
Oklahoma	100
Pennsylvania	178
South Carolina	213
Tennessee	18
Texas	2
Vermont	214
Virginia	1
Washington, D. C.	180
West Virginia	18
Wisconsin	10
Canada	1
British West Indies	

\*Counts



## PACKAGE MILL

Olin Downes-Kurt Well Package  
William Morris Agency is offering a new half-hour package show about music described as a new type of American music series. Principals involved are Olin Downes, N. Y. Times music critic, as commentator, who also supervises program; Kurt Well, composer, and Arnold Sogard, scripter.

Program calls for chorus, symphony orchestra and two lead soloists, ideas which embraces a continuing series of story, originated with Charles H. McArthur, prez of Terminal Electric Sign Co., N. Y., who interested Downes in it, and who is financing.

## Gingrich's 'Tip the Scales'

Chicago, Dec. 25.  
New idea for winner of a quiz show to carry through to the next program (i.e., multiple contestant airer in which there is a carryover of a contestant until he's defeated on a subsequent show) is the basis of "Tip the Scales," quarter-hour audience participation program, platted in at KATV, Minneapolis last week by Harold Gingrich, copy chief of W. E. Long Agency here, and now making the rounds of stations and agency execs.

Pitched to teen-agers, show uses two youngsters who answer questions side-by-side, each collecting on his or her side of the scales when replying correctly. Winner stays in, after the first six-minute bout, to meet the next to bat, there being three contestants on each show.

## Neblett's 'Police Reporter'

Chicago, Dec. 25.  
Dickering currently on between Johnnie Neblett (Neblett Productions) and Chicago Herald-American (Herald) nabobs for radio production of "Police Reporter" series, recent syndicated feature in Herald papers. Stories, which ran daily in serial form, were actual accounts from H-A morgue and police files, authored for feature presentation by Elger Brown.

Stories were dramatized in part for air promotion of the series, while they were still running in the daily. Marvin Mueller did a five-minute five-a-week shot with teasers, pitching to a read-the-paper-to-find-the-answer angle.

## Prost Platter

David Hale Halpern auctioning a platter show, "Mr. Postmaster," with former governor of New Jersey, Lt. Col. Harold G. Hoffman in the lead. Deal deals with wit at banquet tables.

Cedar Rapids—More than \$5,000, collected by WMF, Cedar Rapids-Waterloo, in a special Christmas public-service promotion project, has been turned over to veterans hospitals in Iowa to be used for telephone calls home.

**YOUR GOOD NEIGHBOR in CANTON**

Always welcome in Stark County homes, WHBC has built a reputation for good neighborliness by good service. WHBC gives local listeners the friendliness and warmth that only "next-door living" can bring. Give your sales story the advantage of WHBC's "good neighbor" reception.

Represented by BURN-SMITH CO.

CANTON - OHIO

**whbc**

1000 WATTS FULL TIME

THE LARGEST SINGLE STATION MARKET IN THE OHIO STATE

## WSRR SALE OKAYED DESPITE DAILY TIETUPS

Washington, Dec. 25.  
FCC last week okayed the sale of WSRR, Stamford, Conn., from Stephen Rintoul to the Western Connecticut Broadcasting Co., a subsidiary of the Stamford Advocate, the local newspaper. Price ticket was \$41,000.

Deal has some, but not all, of the aspects of the kind of tieup that the Commission does not like—the same ownership controlling both the sole newspaper and sole broadcast outlet in a community. However, the situation differs because of Stamford's nearness to New York.

## Peaches and Cream Time

Spartanburg, S. C., Dec. 25.  
South Carolina Peach Growers Assn., doing a \$4,500,000 annual biz, in annual session here outlined plans for expanded 1946 advertising campaign with eastern radio stations get the cream. Growers in this state spent slightly over \$12,000, experimentally last year.

Manager Troy H. Cribb, Spartanburg, and Carroll R. Miller, Martinsburg, W. Va., executive secretary, National Peach Council, both reported excellent returns from airing peaches and stressed importance of bigger 1946 radio budgets, with cut for newspapers and magazines also.

## But He Took It

NBC's hack chief Dick Elges invested two-bits last week and won something, but isn't sure what he may lose as a result. His tale was at the Radio Executives Club where he pulled the winning number for a swell, new radio. It's got a phonograph and all. It's made by Philco.

"Guess I better change the name plate to RCA," whispered Elges.

## Understudies To Get

## Break on N. Y. Indie

Understudies to Broadway leg performers will have an opportunity to give capsule accounts of their ability on WNEW's N. Y. new show, titled "Understudy," half-hour weekly series booked in middle of January.

The indie has posted bulletins backstage of all the theatres where shows are currently housed, informing all understudies when Milton B. Kaye, producer of the program, can see them for rehearsals, etc. Program, still in formative stage, may also give a half-hour adaptation of the show for which its understudies are contracted. If format goes through, a special exploitation job will be worked out for critics to catch the shows for critical comments.

## Everybody on Coast Wants to Get Into FM Act; Hot Fights Ahead Seen

Washington, Dec. 25.  
Stormy hearings are in the offing for FM applicants in the Los Angeles and San Francisco areas, according to best FCC guesses here. To date, almost two dozen organizations—principally newspaper, pix interests and radio nets—have put in a bid for FM outlets in each of the two cities.

Theoretically, it is possible to squeeze 30 FM outlets in any one city. But since New York City, top trading center, can only accommodate 20 stations, engineers predict it is unlikely San Francisco or Los Angeles will come off any better. If 20 is ceiling, there are already more applicants than frequencies in both L. A. and Frisco, with more outlets climbing on the FM bandwagon daily.

FM stations already authorized (Nov-Dec. 1945) in Palo Alto and Stockton knock down still further the number of stations that can get on the air in Frisco. To date, L. A. has only one commercial FM outlet on the air regularly, but 23 applicants are bidding for frequencies. In the San Francisco area FM race are: Times Star Publishing Co., Alameda; Central California Broad-

casters, Inc., Berkeley; McClatchy Broadcasting Co., Stockton; Monterey Peninsula Broadcasting Co., Monterey; Tribune Building Co., Oakland; Warner Brothers, Oakland; Radio Diablo, Inc., San Bruno; S. H. Patterson; Scripps-Howard Radio, Inc.; Dorothy S. Thackrey (publisher, N. Y. Post); Hearst Publications, Inc.; Associated Broadcasters, Inc.; Pacific Agricultural Foundation; Ltd.; NBC; ABC; Don Lee and KZBS Broadcasters, Inc. Amphet Printing Co. are applying in San Mateo; Valley and Santa Clara Broadcasting Companies for San Jose; and Contra Costa Broadcasting Co. for Richmond. FCC engineers point out that, since Sacramento and San Francisco channels cannot be duplicated, any allocation in S. F. will probably involve FM requests for the state capital.

In the L. A. area, requests are on file from: Southern California Associated Newspapers, Alhambra; Beverly Hills Broadcasting Co., Beverly Hills; Southern California Associated, Glendale; Hollywood Community Radio Group, CBS; and Warners, Hollywood, in Los Angeles (Continued on page 31)

# We greet Noel



A Clear Channel Station . . . . .  
Serving the Middle West

**WGN**

CHICAGO 11  
ILLINOIS  
50,000 Watts  
720 Kilocycles



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Cal.





## WMCA-Associated Tieup Snafes Grayson Deal On 'New World' Airer

Associated Broadcasting System's signing of WMCA, N. Y., as its chief outlet for its new radio network, director a coveted assignment. He is Mitchell Grayson, and the chore of selecting WMCA's frequently-praised "New World A'Coming."

Grayson was connected with "World" from its inception on the WMCA, and kept that assignment as producer-director after he went to work for the ABC (Blue) net, as a staffer. Since WMCA was an indie, that was okay with the web. But with WMCA tied in with a rival net, Grayson had to give up his connection with "World." Irony, however, is that "World" is the one WMCA sustainer not fed to the fifth network, since the station had offered that show to outlets all over the country, as a public service show, before it had signed up with Associated.

Joe Gottlieb, WMCA staffer, now directs "World."

## Nelson Shanno Dies at 46

Chicago, Dec. 25. Nelson A. Shanno, 46, composer of "Jim" and other pop songs, producer of the Wright Co. albums, "First Line" and "Service to the Front" and radio director for the Arthur Meyerhoff agency, Chi, died suddenly following a heart attack in his home in suburban Evanston, Dec. 22.

Well-known in Chi radio, Shanno won various Army and Navy citations for the Wright shows, which integrated branches of the Armed Forces to the home front and were honored for being morale builders. He was with the Meyerhoff agency nine years, being director of its radio dept. for the past several. His brother, Myron ("Mike"), is copy director for the company.

## Coast's FM Act

Continued from page 29

proper, Echo Park Evangelistic Association, Los Angeles Broadcasting Co., Inc.; Hughes Productions, Inc.; Radio Broadcasters, Inc.; Don Lee Broadcasting System; Dorothy S. Thacker; NBC; Times-Mirror Co.; ABC; Consolidated Broadcasting Corp., Ltd.; Earle C. Anthony; United Automobile Workers (CIO); and Standard Broadcasting Co., San Pedro Printing & Publishing Co., San Pedro, and Voice of the Orange Empire, Inc., Ltd. at Santa Ana, will also be involved in any hearing on L. A. applications.

Wilmington, Del.—WILM, Mutual affiliate, has begun construction on its new studios, which, when finished, will provide double space. Completion of new quarters expected Feb. 1.

## Here's the Electric Man!

\* If your electric bill seems high in spite of the low rates, blame it on Nelson Eddy's super-salesmanship. He's on the air every Sunday afternoon for 170 electric companies. It's another program coming from the radio department of N. W. Ayer & Son, Inc.

## HIGHBROW MAG EYES RADIO AS POTENTIAL

Saturday Review of Literature, which has been mulling over the idea of sponsoring a half or full-hour network program as a post-war promotional venture, is being adapted to the airwaves look, stock and format, by WHEW, N. Y.

The indie is currently working on the program, which will be a half-hour affair when it debuts. Heavy portion of the show will accent "books as a conversational piece," with the balance of the time devoted to dramatizations and splices of the department by John Mason Brown, William Rose Benet and Bennett Cerf.

The indie-produced program reportedly will not be sponsored by the mng; the station will air it as a sustainer. However, reports have it that Saturday Review execs will be eyeing the results as web potential.

## DAVIS RESIGNS NAB

Washington, Dec. 25. John Morgan Davis, NAB general counsel since Aug. 1944, has turned in his resignation and will leave the post as soon as his successor is named.

He plans to devote full time to his private law practice in Philadelphia.

## Int'l Milling Sponsoring New Weinrott Disk Show

Chicago, Dec. 25. New "comedy family" show, which Lea Weinrott describes as "a sort of combination 'Aldrich Family' and 'Vic and Sade,'" is being packaged by Weinrott through the Kastor agency for International Milling, Minneapolis. Weinrott is writing and producing it, and it'll be platted for five-a-week daytime shows via ed's starting over about 30 mid-west stations Jan. 7.

Titled "The Peabodys," cast includes Fran Allison, Norman Gottschalk, Joan Ait, Elmira Roessler, Sherman Marks and Adrienne Moore.

## Philco's 'Fame' to Tie-In Closely With Retailers

With actual merchandising now a postwar reality, Philco will tie in its "Hall of Fame" more directly with distributor outlets. Thus, when H. Pierson Mapes, who now handles the program, takes it to Hollywood for guest-name facilitation after the first of the year, he'll make stopoffs in Chicago en route and back, go up to Frisco, etc.

Upon return in spring the show will debut in Kansas City, St. Louis, and probably other equally important key cities. Guests will have to be scheduled accordingly each Sunday that the Philco Hall of Fame "honors" a showbiz celeb.

## Perkins Perks Up With Query: It's Okay, But Is It Hoary?

Editor, VARIETY:

New York. How right you are! Recently I returned from a three-year stretch in the European Theatre, during which my duties and locations were such that access to shortwave was generally nil, with the result that the period represented an almost complete separation from U. S. broadcasting. Eagerly on my return I have haunted the dials to catch up on expected developments, for surely, I thought, the changes in so vigorous and youthful an industry must have been many.

To the contrary, my diligent dishing the past few weeks has left me with the impression that I haven't missed a thing, and I get a this-is-where-I-came-in reaction. No exciting new program ideas or techniques greet my nostalgic ears, no new meteoric stars, no new or different trends. At least if there are any such, they don't seem to be evident to a more than attentive listener. On the other hand, the same great luminaries (God bless 'em) top the weekly bill; the same ingredients bubble in the program pots; the same vocals, musical combinations, stylized vocals, soap-bubble dramatics, 30-second singing commercial whinnies, frock-coat announcing, and pontifical

news analyzing. Peace, it's wonderful!

Of course I'm grateful that nothing much has happened, for I was afraid I'd be pathetically old-hat and out of date. But I can't avoid the feeling that our beloved milk-industry is like a well-dressed man whose pants are slipping. They tell me that television (which the public won't call it video) and FM are going to cause a tremendous upheaval. Maybe that will pull those britches up and straighten out the creases.

Ray Perkins.

## GERMAN PREAM OF U. S. PLAY ON REICH RADIO

Frankfort, Dec. 11. The German premiere of an American play—the first American play to be heard on any station in Germany—was presented on Sunday (8), by the South German network.

"Virginia Overture," the Arnold Sundgaard work, recapped "Hallo Nachbar" in the German adaptation, was directed by David Berger, Broadway actor, and Ralph Kisch, New York announcer. Original music by Boris Kremerling, a Chicago composer.

## Another Yankee Partnership

**"SUNDAYS"**  
with **EDWARD ROWE SNOW**  
SPONSORED BY  
**H. P. HOOD & SONS**  
DAIRY PRODUCTS SINCE 1846

**SUNDAYS**  
3:00 to 3:30  
P.M.

Edward Rowe Snow, "The Hood Story Teller", is supported by a large dramatic cast in this series of dramatizations, mystery yarns, adventure thrillers, stories of the sea and traditions of New England. In each presentation, Edward Rowe Snow broadcasts from the scene of the story.

SUNDAYS 3:00 to 3:30 P.M.	
WNAC	Boston
WICC	Bridgeport
WEIM	Fitchburg (Leominster)
WHYN	Holyoke
WLNH	Leonia
WCOL	Levinston (Auburn)
WLLH	Lowell (Lawrence)
WHBB	Portsmouth
WEAN	Providence
WAAB	Worcester
WHTD	Hartford
WSPR	Springfield

**Sundays 6:00 to 6:30 P.M.**  
WSAR Fall River

**Tuesdays 10:30 to 11:00 P.M.**  
WGAN Portland

**Thursdays 7:30 to 8:00 P.M.**  
WFEA Manchester

## THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.



# Preview Hearing on C. Video Bids

## Sets Precedent; List Is Narrowing

Washington, Dec. 25.—FCC Chairman Paul A. Porter meets Friday (26) with counsel for the eight television applicants for hearing. Purpose of the preliminary conference—first of its kind in FCC history and likely to be a precedent—is to plan schedule so that no need for unnecessary testimony when the hearing opens Jan. 21.

Withdrawal last week of Eleanor "Cusy" Patterson, publisher of the Washington Times-Herald, a race for the four Washington television channels. Mrs. Patterson gave as reason for dropping out fact that publishing consumes the bulk of her "time and energy."

Meanwhile it is rumored more applicants may back down before Jan. 21 due largely to worry over cost of high-band, color tele and pressure for the low-frequency channels. One report is that Scripps-Howard, Capital Broadcasting Co. and Marcus Loew are not pushing their claims at FCC. Other sources say Loew has plans to withdraw its application.

This may mean only five applicants will be slugging in earnest at the hearing, Philco, in the event an application filed at FCC (21) bolstered its television claim with some convincing data. Philco plans to invest over \$500,000 in a Washington station. Transmitters would be located at Arlington, Va., and program

168 hours a month. The Philco station empowers company has been in tele since 1928, got its first experimental license in Philly in 1932. WPTZ, Philly outlet, was the first station to use the 525-line picture. Philco also called FCC attention to WPTZ's Philly outlet, was the first to relay link between New York, Philly and Washington last week.

It is rumored that Philco will also look with favor on NBC's application. The net, single heaviest investor in television, had a permit at the Waldman Park site before the war, lost during the freeze period.

DuMont already is authorized for experimental operation of a transmitter to stop the Harrington Hotel. High interest is focused on FCC panel on DuMont's application in view of its recent work in a challenge against Paramount, 37½, holder DuMont, Bamberger Broadcasting Co., tied in with Macy Department store interests. It is rumored that DuMont, before the D. C. Zoning Commission on a proposed upland television site.

Also at ruling is the pending Star Broadcasting Co., licensee of American outlet, WMAL, which has control of the American University campus.

## Tel. & Tel. Plans New Chi-Milwaukee Relays To Speed Video, Radio

Chicago, Dec. 25.—Plans for a radio relay system to handle radio, television, and long distance telephone calls between Milwaukee and Chicago were announced last week by the American Telephone and Telegraph Co. Build and operate the ultra-high frequency system on a strictly experimental basis. Should the FCC approve, the connection should be ready for testing in January, 1947. Cost is estimated at \$500,000.

Three special antenna towers will be built at 25-mile intervals to take the 4,000-mc. frequency. These relay stations will be located at Barrington, Ill.; Wilmet, Wis., and Prospect, Wis. A similar relay system is now under construction between Boston and New York. The two are the first of their kind.

According to telephone officials, these relay connections will play an important part in the future of radio and television, and will eventually become integrated with the proposed nationwide net of "coaxial cables" designed especially for television, but suitable of carrying ordinary radio and telephone calls. Present plans call for expansion of the coaxial lines during the next five years at the rate of 1,500 miles per year, with the New York-Chicago link the first to go under construction. Wherever it is cheaper, the relay system will be used in preference to the coaxial connection.

During its initial period, the Chi-Milwaukee relay will handle WPTZ, and will be open to any broadcaster who can feasibly use it for experimental purposes.

## WEW Wants To Go To 50,000-Watt Power

St. Louis, Dec. 25.—WEW, the St. Louis University station that turned commercial five years ago, last week asked FCC for permission to increase its power from 1,000 watts to 50,000, and also sought permission to move its transmitter from its present location in the center of the city to Black Jack, Mo.

The station will complete 25 years of broadcasting next April, and claims to be the oldest radio station west of the Mississippi. Opened for broadcasting university and education programs only WEW became commercialized in 1938, under the guidance of the late Rev. Burke and Fred, both of whom were associated with a Jewish station at New Orleans at the time.

**"MISSUS'S STAYS ON WCWB"**  
John Reed King and his "Missus" Go-A-Shopping program will stay on CBS' late WCWB, instead of going off Jan. 8 as originally scheduled, but will continue in a revised format. Show, budgeted at \$750 a week, was renewed for 13 weeks, starting Jan. 15.

## Tele Reviews

**"DOODLES" WEAVER**  
Directed by: (Southwest) Dick Arl. Director: Lela Swift  
Camera: Howard Hayes, Ralph Warner, Richard Dickson  
10 Minis: Friday (21), 8:20 p.m.

**WCWB-CBS, N. Y.**  
The new show of "Doodles," ventriloquist show with Shirley Rogers was originally slated for this spot but was dropped because of the program following adverse criticism. Hard pressed for a substitute act, the show was brought in at the last minute and came up with "Doodles" Weaver, who has appeared in the Broadway production of "The Band Wagon" as well as in several Warners' films.

A name act in his own right, Weaver proved the video age right—that it shows the makings of good entertainment before the cameras, it does not spoil on the receiving screens. Despite his carrying the entire show alone, the comic whipped through some of the routine from a variety act to very good results, practically knocking himself out in the process but gaining little bell-rings from the viewers. With the majority of video acts, the show was not a disappointment for the early evening hours, which don't compete with the nitery night shows as though quite a few Broadway acts will find an audience here at Le Roemer in the future before the television cameras.

His second dramatic chore since joining the show, Weaver, who Southwell did okay on this one, seemed very noted and competent since his handling of the "Bedelia" show. Camera work was good, with long shots, which caused the audience to miss the benefits of Weaver's mugging in several instances.

**"CHRISTMAS CAROL"**  
Adapted for video by Beulah Zachary  
Producer-Director: Miss Zachary  
Camera: Rachel Stewart, Esther Rajewski  
30 Minis: Thurs. (26), 8 p.m.

**ADMIRAL RADIO**  
WBKB, Chicago  
Critics (Lester & Eger)

This show marked the end of an experiment, the last of an unfortunate series of amateur programs for the video medium. After 12 minutes in the same vein, the obvious conclusion to be drawn is that television was never meant for the non-professionals.

This particular attempt was somewhat better than previous ones, but still a doubtful technique for the show business expertly done by girls Esther Rajewski and Rachel Stewart. These technicians, by the way, are the only members of the WBKB staff. Bobbysoxers did surprisingly well with tough voice for youngsters, but fell short of genuine adult entertainment. The material for the show consisted largely of cutting, was whipped up efficiently by Miss Beulah Zachary.

Original idea in Admiral's series, but had an amateurish, ironical, different public high school for which of the programs, was to play off the performances against the other in w.k. content format. Chi Board of Education, which is the governing body of the school, is having commercialization of students. Whether or not this would have added to interest of the series is highly questionable, since the idea was so obvious from the very beginning.

Few bright spots in an otherwise banal format were provided by the occasional professional performer attending one of the high schools given time in the series. Among the amateur attempts, an entertainment, one incident in particular had the audience squirming, girl whistling at the "lives in 'Ava Maria' stopped, looked at the camera, screamed up her face and squealed, 'I forgot how it goes!'

Series of once-a-week show was part of a group of programs which had local video people tearing their hair over pinch-penny sponsoring of television shows. According to one director, the show-runners were not an entire loss, since they "learned a lesson about amateurs in television."

**P&G Scrubbing Mart**  
With Procter & Gamble virtually all over the talent market combing the field for shows of all price ranges, there's speculation as to what P&G campaigns, if any, are in the offing.  
It wouldn't surprise many in the trade if the Rudy Vallee Thursday night show for Drewe went by the boards next season, with the sponsor reported unhappy over the show's audience pull.  
P&G is manifesting interest in the new Spike Jones package, "Pass the Buck," an audience participation, among others.

## New Ad Problems Being Solved For Commercial Tele's Bow Due Late 1946

Television, one of the largest potential outlets for commercially-sponsored films, is a unique advertising medium that will pose new problems for the advertiser, according to execs of Willard Pictures, one of the few commercial film producers in New York that has done any actual producing aimed especially at video audiences. Willard has been experimenting with pix for video just as television station programmers have been experimenting with live shows, but plans to keep the knowledge gained under wraps until the advertisers feel the time is ripe to invest their money in video commercials.

Working for some of the top advertisers in the country, Willard now has 45 television films already in the can or nearing early completion, and believes it has solved the special dramatic technique required because of the many outside distractions to which the viewer is subject.

Because the housewife, who will probably constitute the largest audience for daytime shows, must do her housework while watching the television screen, the film must be able to hold her attention for a spot commercial. For evening shows, when the family audiences will want straight entertainment on their video screens, the advertiser must integrate the commercial with the entertainment, just as in commercial films aimed at television distribution.

Most advertisers expecting to buy television time for commercials are holding back for various reasons, that commercial pix probably won't hit the video screens until late in 1946, according to Willard execs. Chief reason, of course, is that the present scarcity of receiving sets has made the advertisers wary of spending their money where the potential audience is still so small.

In addition, most top-notch advertisers, believing that television will afford them the best outlet for commercials to date, are holding back until their products become more plentiful on the market. Problems of reconstruction, coupled with the restrictions imposed on a large quantity of consumer goods manufacturing by OPA, have caused such advertisers to go slow on buying video time to advertise.

Willard Pictures, producing non-theatrical films of all kinds, have used several top name stars in its productions and it's possible that some talent might also be used in the television pictures. Such names as Lovell, Thomas and Ralph Bellamy have drawn salaries running into four figures for work in 10-minute commercial pix whose distribution to date has been comparatively limited. With the thousands of potential new viewers for such pix on video screens, it's likely the advertisers will be willing to shell out more money to use established stars for their commercials.

**In the UTAH MARKET**

KAUFMAN'S  
1000 N. 10th St.  
SALT LAKE CITY, UTAH

Here you see cans of peas being levered into a pressure cooker in one of Utah's 30 canning factories. These plants last year packed 4,493,730 cans of fruits and vegetables, 22 kinds, valued at approximately \$11,000,000. More than 7,000 persons were employed. This year the output is expected to surpass the 1944 peak.

## Local Advertisers Know

### KDYL Brings Results

In selling to this market, local and national firms take cognizance of the fact that KDYL is the station most people listen to in their homes. KDYL's membership is proved result-getter, established in 23 years of successful service.

**KDYL**  
SALT LAKE CITY  
Member of the  
National Broadcasting Company

National Representative:

John Blair & Co.

**Chicago's BEST NEWS SERVICE**  
AP-UP-INS  
**W-I-N-D**  
560 Kc. 5000 WATTS

**OKLAHOMA CITY**

Could be dirty work in the stable;  
Could be what fixes pix;  
Or a dope with all the ills in the book;  
BUT IT REALLY REFERS to the impetus being given to soil conservation in Oklahoma by WYK's "Save the Soil" program every Sunday afternoon with the noted writer and authority on the subject, Elmer T. Peterson.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.  
The Daily Oklahoman and Times — The Farmer-Stockman  
KVOB, Calumet Spoken (Hearst) — REPRESENTED NATIONALLY BY THE KATZ Agency, INC.





# AFM Orders Interlochen Music Dr. To Defend Himself Against Expulsion

Chicago, Dec. 25.—American Federation of Musicians has named Dr. Joseph E. Mundy, member of University of Michigan music department that he must appear before its committee on Jan. 15 to defend himself from expulsion from the AFM because of his continuing association with the Interlochen Music Camp, which he founded.

Last Jan. 18, the board was placed on the "unfair" list by the union executive council, which ruled that the students there were operating in competition with professional musicians. Ruling followed a two-year controversy between the university, of which the camp is an integral part, and the union. In its statement at that time, the board said that anyone who would "teach, coach, or play an instrument" at the music camp would automatically become subject to union expulsion.

Dr. Mundy has been director of the Interlochen Camp since its founding many years ago.

## Frank Dailey Ditches New N.Y. Nitory Plan; Licked by a Ceiling

Frank Dailey finally gave up last Wed. (19) all plans to take over the Nitory at the new theatre, N.Y., as a site for a new name band. Dailey and a financial backer, who had considered the place for weeks, and made every effort to overcome physical handicaps of the place before admitting defeat and junking the project.

Dailey had an N.Y. financial backer, who had been planning one through the spot, who would have been opposed to the 400 Club. N.Y. another backer, who had been planning one through the spot, who would have been opposed to the 400 Club.

Many stumbling block preventing use of the basement as nitory was the low ceiling, and that's what finally killed the whole idea. Dailey and his partners went so far as to advance the possibility of ripping out the ceiling and deepening, thereby increasing the height of the ceiling. This would have been done at various levels so as to terrace the room. But beneath the current floor is solid rock, making the job too expensive to tackle.

## New Ray Ventura Band Cleaning Up in Paris

Paris, Dec. 12.—Ray Ventura and his swing band of 26 grossed nearly 1,500,000 frs. (\$300,000 at current rate) in the last six concerts in one week at the Salle Pleyel, classical music auditorium, with a 300 frs. (60c) top. He is now leaving for an extensive tour in Northern France and Belgium.

During the war, Ventura played Southern America, then the orchestra was disbanded, and he went to the States, where he stayed for a year, returning to France four months ago. He formed an entirely new band, and took time to providing a new look, a new band before opening in Paris.

Before the war, Ventura had founded his own music publishing organization, the Editions de la Miroir, in Hollywood. The firm had been run by Clementine, wife of Marquise and has a strong jazz catalog.

## Metro Recording's Plant

Metro Recording Co. finally has located a factory site for its disk production in the Bronx.

## MCA Loses Round

Los Angeles, Dec. 25.—Larry Finley, bellhop and singer, won a technical point in his 83-Cop. v. American Music Co. case. McCormick, of U. S. Circuit Court of Appeals, denied a motion for summary judgment. The case was set for trial date had been set for Jan. 21. In San Diego, and the agency had, in a summary judgment, locally, Finley's suit charges MCA with preventing name bands from playing at his Mission Beach ballroom.

## Sam Donahue in Mufti, To Form Own Orchestra

Sam Donahue, leader of the Navy orchestra mastered by Artie Shaw after the latter's discharge, was himself discharged from service last week (21).

Donahue was given his first playing job on the Coast, and expects to come east after the year to begin organization of a new orchestra.

He's under contract to the William Morris agency.

## RCA-Victor Set For New Pact With T. Dorsey

Tommy Dorsey and RCA-Victor have arrived at the terms of a new recording contract between them, which will be formally signed sometime between today (Wed.) and the end of this week. New agreement, calling for terms that neither party will say yet, discloses, for three years effective from Tuesday (1) and replaced an old one that doesn't expire until April, 1947, inclusive of a one-year option.

Only angle about the new contract known is that it calls for 30 sides annually.

Before re-signing, with Victor, Dorsey was known to be dicker with the new Metro recording company, headed by Frank Walker, who as former head of Victor, signed Dorsey to the contract the new one will displace. There have been many reports about Dorsey's talks with Metro about going over to that company, following the expiration of his deal with Victor. One of them cited terms Dorsey is said to have asked Metro, for at least \$250,000 annually. This kind of money would put Dorsey into the same recording category as Glenn Miller, who is guaranteed \$300,000 annually by Decca.

Dorsey at one time had been seriously considering throwing in with Metro. This was at the time the recording companies and the American Federation of Musicians were at odds, with no new disks being made. He would have been the backbone of a new Metro firm then. It didn't work out.

## Hampton Walks Out On K.C. for Calloway Ban; Color Angle Stressed

Kansas City, Dec. 25.—Lionel Hampton pulled his orchestra off the bandstand and forfeited a \$2,000 guarantee at the Auditorium, Sun. (23) evening, in protest against the refusal of the management to admit Cab Calloway. The result of the latter incident, Calloway wound up at a clinic for treatment of cuts and bruises suffered while fighting at the door with state patrolmen, and subsequently was arrested on charges of intoxication while resisting arrest.

Police assert the entire incident was due to Calloway's pugnacious attitude after he was refused admission to the hall because he was a Negro. Calloway, according to his attorneys, intends fighting the case, which comes up for trial today (Wed.), from the discrimination angle.

Hampton's band had completed half the evening before he pulled it from the stand, at 10:30 p.m., packed up and proceeded to St. Louis, where he had a stop on the way. In doing this, he forced the management of the ballroom to refuse admissions to below 100, and 2,000 dancers, all of them white.

## Desi Arnaz Stars Band

Hollywood, Dec. 25.—Desi Arnaz and his new orchestra swing into action Jan. 4, at Ciro's Club, where he will be joined by vocalists, vocalists and Mandia Lane as vocalist.

Musivac, formed with the aid of General Arnaz Corp., is made up of five brass, five strings and six rhythm instruments. Arnaz has been out of the Army for about three weeks.

## ASCAP Execs Voted Pay Increases; \$10,000 to Pame, 5G to Three Others

## Alabama Gov. Lifts Rule Banning Mixture Of Booze, Music in Clubs

Local and visiting orchestras, particularly name bands, were given a break Dec. 22 when the Alabama Alcohol Beverage Control board revoked a four-year-old rule that prohibited music in night spots, cocktail lounges and taverns inside the city limits of towns where alcoholic or malt liquors were sold. This means that such hotels as the Battle House, Cavitation, Admiral Semmes, Mobile; the Elks, Jefferson, Birmingham; the Redmont, Birmingham; the Jeff Davis, Exchange, Whitley, Gay League in Montgomery and hundreds of night clubs in the 19 wet counties of the state will be able to have music in their establishments.

The break is that all music must be flesh and not juke boxes. Hereafter, the music must be played by a live band, which means that such hotels as the Battle House, Cavitation, Admiral Semmes, Mobile; the Elks, Jefferson, Birmingham; the Redmont, Birmingham; the Jeff Davis, Exchange, Whitley, Gay League in Montgomery and hundreds of night clubs in the 19 wet counties of the state will be able to have music in their establishments.

It is estimated that the new rule of the beverage control board will mean a loss of at least \$100,000 to musicians, both white and colored. The Battle House is spending more than \$100,000 dollars in advertising and included will be a modern streamlined cocktail lounge.

## Morris to Revive Melrose Catalog

Edwin H. (Buddy) Morris will put back into operation after the first of the year. Plans are currently under way to shape for a complete new contact staff for the firm. It will be headed by Jack Lee and Sammy Taylor, who shift from Morris and Mayfair to Melrose in N.Y., Irving Weiss in L.A., and an unnamed man in Chicago.

To fill the positions left open on the Morris staff by the shift of Lee and Weiss, Morris is expected to draw from Robbins to join Paul Barry, who remains at Morris and Mayfair. He quit Robbins last week, returning his Xmas bonus to that firm. Another man not yet known will join him and the first ones assigned to the Melrose group will be "I Had a Whirling Ring," from "Breakfast in Hollywood," and "Doctor Lawyer, Indian Chief."

Up until now all three of Morris catalogs were operated by the same contact staff, working under general manager Henry Sutter. Sutter explained why the Melrose catalog is being activated. For the past six months, Morris has been fighting at the American Society of Composers, Authors and Publishers (ASCAP) for the availability of all three catalogs. And active houses are more interested than inactive ones in such matters.

## RAY MCKINLEY'S ORCH IN MAJESTIC DISK PACT

Ray McKinley's new orchestra, which will be put together during the next month, has been signed to Majestic Records. Contract binds McKinley to the disk firm for two years and, like most recording contracts, includes a buy-out clause of a minimum of production. He is making disks before the new band is ready. The first ones were cut at the radio studio men on the Coast the past week.

McKinley is combining a rev with preliminary work until ready to conduct the new orchestra. About six weeks ago, he was discharged from the Army. While in service, he played drums for the late Major Glenn Miller's Air Force orchestra.

Board of directors of the American Society of Composers, Authors and Publishers (ASCAP) has voted, Thurs. (20), voted substantial salary raises to virtually all of its top executives and to the board members. ASCAP, which handles ASCAP legal work. As predicted in last week's Variety, the ASCAP general manager of the society, was awarded a \$10,000 boost, from \$30,000 to \$40,000.

Others given raises of \$5,000 each, bringing all up to \$25,000 yearly, were Herman Greenberg, assistant to Paul Herman Finkelman, general manager; and controller George Hoffman.

Schwartz & Frohlich were jumped from an annual retainer of \$35,000 to \$50,000. Increased vote Paul Shostakovich, who has been nearly being paid to Dick Murray, who moves into the organization next week. Assistant general manager (an associate of Greenberg), Murray was with Paramount Pictures, where he changed the company's music publishing subsidiaries, Famous and Paramount Music.

## Cosmo Records Lapses Top Talent Options; Rivals Offered Disks

Cosmopolitan Records, which recently was embroiled in a tangle with virtually all of its top executives during which they walked out, last week gave what the trade took to be a further indication of a shaky future.

Company failed to renew options of a handful of its top talent, including Jack Lee, who left for Gertrude Niesen, Del Courtney's orchestra and Henry Busse's orchestra. In addition to the argument with v.p. Jack Lee, who left for Jerry Blaine, et al., over back salaries, most of which have now been made up, the company recently was known to be attempting to sell certain of its masters to rival major disk companies.

## French Disk Cutting Halted by Fee Dispute

Paris, Dec. 12.—All recording has been halted here due to the refusal of recording companies to meet the popular salary demands of musicians. Before the war, musicians were paid 500 francs (10c) a week for a four-hour shift of working. Now they want 950 and 180 frs., respectively.

Records companies, who pay the boots, Firms are in no special hurry to eliminate the stalemate because a strike would mean the popular salary demands of musicians. Before the war, musicians were paid 500 francs (10c) a week for a four-hour shift of working. Now they want 950 and 180 frs., respectively.

Another angle is that the current 61 frs. retail price of records (as against the pre-war 20 frs.) is not sufficient to provide a fair enough margin of profit, and the government is threatening to take commission refuses to sanction a raise.

## Les Brown's 4G and % At Terrace Room, Nwk.

Les Brown finally got together last week with the Terrace Room in Newark, N.J., and signed a contract to play the spot for six weeks, opening Feb. 1. He'll get the top salary, Benny Goodman and Jimmy Dorsey are supposed to have drawn a \$1,000 weekly guarantee, out of the gross. Dorsey, however, is said to have gotten an extra \$1,500 weekly.

Brown's personal manager, Joe Glaser, has been dickering with the Terrace room for almost two months. He is expected to play at the Terrace room, which has been debuting last night (Tues.).

## CHRISTENSEN TO QUIT ARMY

Howard Christensen, midwestern band leader, is expected to leave last week and will officially be discharged from the Army Jan. 1. He is a lieutenant in the ground forces. Christensen handles Art Kassel and several other midwestern names.

## Bands at Hotel B. O.'s

Band	Hotel	Covers Played	Total Covers On Date
Hal Aloma*	Lexington (900; 7:30-11:50)	7	1,700
Johnny Long*	New Yorker (400; 8:15-11:50)	9	1,675
Les Brown*	Pennsylvania (500; 8:15-11:50)	1	2,500
Emil Coleman*	Waldorf (550; 8:30)	11	3,050
Art Mooney*	Lincold (775; 8:15-11:50)	15	900
Guy Lombardo*	Roosevelt (400; 8:15-11:50)	4	2,400
Tony Pastor*	400 Club (850; 8:15-11:50)	4	2,500
Vaughn Monroe*	Commodore (400; 8:15-11:50)	1	2,000

\*Asterisks indicate a supporting floor show. New Yorker has tee show. Lexington, an Hawaiian floor show, Waldorf, Hertman.

## Chicago

**Ernie Heckscher** (Mayfair Room, Blackstone hotel; 350; \$1.50-\$2.50 min.). Lots parties and word-of-mouth on Burl Ives' first nitery appearance here whipped it up to a buff pre-Tule 3,500.

**George Olsen** (Empire Room, Palmer House; 700; \$3-\$3.50 min.). Slow 7,800 for Olsen, Minervitch Rascals, et al.

**Jess Stacy** (Panthor Room, Sheraton hotel; 950; \$1.50-\$2.50 min.). Before-Christmas green was a breaker for Stacy in one respect—it's his big-time Chi box—but not in another. Only 4,500 tore themselves away from shopping.

**Benny Strong** (Walnut Room, Bismark hotel; 350; \$1.50-\$2.50 min.). Strong, with Tella, headlined, opened Friday (22), sharing okay 3,000 with Ernie Heckscher, who closed.

**Ted Weems** (Boulevard Room, Stevens hotel; 650; \$3-\$3.50 min.). Singin' the blues, with 5,400 on tap for Stevens and three acts.

## Los Angeles

**Freddy Martin** (Ambassador; 900; 8:15-11:50). Took no noticeable change over Christmas and still solid with 5,000 tabs.

**Jimmy Grier** (Biltmore; 800; 8:15-11:50). Plenty of customers for the dining room and dancing despite rain, with 4,400 covers.

## Location Jobs, Not in Hotels

## Chicago

**Gay Claridge** (Chez Paree; 650; 8:30-11:50 min.). Way off key this time, mere 4,000 showing up for Danny Thomas, et al.

**Chuck Foster** (Blackhawk; 500; 8:30-11:50 min.). Foster, with Hank Siegelman and Emil & Evelyn, split so-so 3,500 with Harry Cool, who closed Tuesday (18).

**Buddy Shaw** (Latin Quarter; 700; 8:30-11:50 min.). Shaw-Jack Durant-Sarah Ann McCabe-Nicholas Bros.-Gloria Gilbert combo got middlin' 5,800.

## Los Angeles

**Stan Kenton** (Paladium, B. Hollywood, 8th week). Too much shopping and not enough turnout kept this down to 22,000 admissions.

**Jan Garber** (Trion, B. South Gate, 2nd week). Christmas and rain hurt here, but not equagging with 8,725 payolas.

**Matty Malneck** (Sleepy Man's, N. Los Angeles, 14th week). If the rest of town folded up they still would take 4,000 customers here.

**Xavier Cugat** (Trocaire, N. Hollywood, 4th week). Chilihowl draw gets the noise out into this place for 3,990 tabs.

**Ernie Madriguera** (Ciro's, N. Hollywood, 12th week). Right in the golden swim for 2,900 covers on what might have been a bad week.

## 10 Best Sheet Sellers

(Week Ending Dec. 22)

It Might Be Spring, Williamson	
I Can't Begin Tell You... BVC	
Symphony	Chappell
It's Long, Long Time	Morrell
Chickery Chick	Santley-Joy
Waitin' For Train	Block
Let It Snow	Morris
Some Sunday Morning	Harms
White Christmas	Berlin
I'm Chasing Rainbows	Miller

## Army Officially Presumes Death Of Glenn Miller

U. S. Army Air Forces officially "presumed" Major Glenn Miller to be dead last week. This information was wired to the late bandleader's widow at her home at Teaneck, N. J., exactly one year and a day after Miller's disappearance during a flight in an Army plane from London to Paris, Dec. 15, 1944.

About the same time as the Army dispatched its wire to Mrs. Miller, the last of Miller's big Air Forces orchestra was being discharged from service. Only 21 men of the original group were still in uniform last week, and these were returned to civilian life at the same time.

Twelve of the group are under contract to Don Haynes, former lieutenant in charge of Miller's orchestra after his disappearance, and they will join the new band that will work under Tex Beneke, former sax man with Miller's pre-war band.

Louis Armstrong's orchestra will make a one-night swing through New England the week of Jan. 18. It's first date of that type in that area in years.

## NBC, CBS, ABC, Mutual Plugs

(Peatman System)

Following are the Most Played songs of the week, Dec. 14-20, based on the copyrighted survey by Dr. John Peatman's Office of Research, using the accurate Reporting Radio Log as basis of M. T. info.

As Long As I Live	Wilmark
Autumn Serenade	Robbins
Bells of St. Mary's	T. B. Harms
Chickery Chick	Santley-Joy
Come to Baby, De	Leeds
Dearest Darling	Advanced
Harriet	Broadway
Money	Felt
I Can't Begin to Tell You	BVC
It's Had a Dozen Hearts	Paramount
I'll Buy That Dream	BVH
I'm Always Chasing Rainbows	Miles
I'm Gonna Love That Guy	Sourne
In the Middle of May	Crawford
It Might As Well Be Spring	Williamson
It's Been a Long, Long Time	Morris
It's Only a Paper Moon	Harms
Just Little Fond Affection	Shapiro
The Last Time I Saw You	Barton
Let It Snow	Morris
Lily Belle	Martin
My Guy's Come Back	Shapiro
No Can Do	Robbins
Slowly	Vallee
Some Sunday Morning	Chappell
That's For Me	Williamson
Till the End of Time	Santley-Joy
Waitin' For the Train to Come In	Block
Walkin' With My Honey	Republic
White Christmas	Berlin

† Paramount. ‡ Legit Musical. § BMI Licensed.

## Mike of Charlie Barnet Musician Secures Divorce

Chicago, Dec. 25

Musician's wife was granted a divorce here last week on grounds that her husband, Eddie Pripes, of Charlie Barnet's band, cares more for his career than he does for his wife and family. "He went to Hollywood," Mrs. Pripes told Superior Judge Edwin A. Tolson, "and told us he wouldn't be back."

She waived alimony, but was allowed \$25 weekly for support of their two children.

## BILLY BUTTERFIELD TO HAVE OWN BAND

Billy Butterfield, widely known trumpeter with most of the top name orchestras at one time or another, is planning a full-size band of his own. Discharged from the Army slightly over a week ago, Butterfield is in N. Y. waiting to discuss the idea with Johnny Mercer and Glenn Wallichs, heads of Capitol Records, for which he made disks before going into service.

While he cut some Capitol Records with full-size bands under his own name, Butterfield has never gone out on dates as leader of such a band. He's said to have the required backing for the new project.

best wishes for a  
merry christmas  
and a happy new year



*Joe Robbins*

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Here They Are!

*Latin-American*

*Others*

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SINATRA—CUGAT

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AND SINGABLE

## BLUE CLOUDS

ANOTHER IRRESISTIBLE FOX-TROT  
BY ERNESTO LECUONA

THIS IS A LOVELY WINTER  
INTRIGUING, TIMELY AND HUMMABLE.

THIS IS GOING  
RIGHT TO THE TOP

## SLEEPY BOY

A NOVELTY TUNE BY A NEW WRITER  
THAT IS REALLY A  
"HELL-OF-A-TUNE"

## I HEARD A HURDY-GURDY

HIT WRITERS REDMOND,  
CAVANAUGH, WELDON  
TURNED OUT THIS GRAND RHYTHM SONG

### *Latin-American Standards*

YOURS  
(Goleman: Mucha)  
AMAPOLA  
SAY SI  
(Pura Vique Me Voy)  
PONCIANA  
GITANERIAS  
MALAGUENA  
MARIA LA O  
LA COMPARSA  
JUNGLE DRUMS  
BREEZE AND I  
(Andaluz)  
PEANUT VENDOR  
TUMBANDO CANA  
EL RANCHO GRANDE  
NEGRA CONSENTIDA  
(Mr. Pat Brunette)  
WHAT A DIFFERENCE A DAY MADE  
DAYDREAMS IN THE MOONLIGHT  
SALUD DINERO Y AMOR  
DUST ON THE MOON  
A GAY RANCHERO  
SOMETHING NEW  
EL CARBONERO  
(The Charcoal Man)  
SANTA MARTA  
NIGHTINGALE  
YOU'RE YOU  
MAMA INEZ  
TRU-CU-TU  
BATUCADA  
LA CONGA  
(Havanna Calling Me)  
MARTA

### *Other Standards*

GLOW WORM  
PAPER DOLL  
MY GAL SAL  
JAZZ ME BLUES  
MARINES' MYTH  
PLAY FIDDLE PLAY  
BALLIN' THE JACK  
SHIM-ME-SHA-WABBLE  
SONG OF THE ISLANDS  
TA-RA-RA-BOOM-DE-EE  
IN THE GOOD OLD SUMMERTIME  
PARADE OF THE WOODEN SOLDIERS  
THERE'LL BE SOME CHANGES MADE  
I WONDER WHO'S KISSING HER NOW  
BLUES MY NAUGHTY SWEETIE GIVES TO ME  
NOT TUNE IN THE OLD TOWN TONIGHT  
I JUST STOPPED BY FOR MY HEART  
IN THE LITTLE RED SCHOOLHOUSE  
ORIGINAL DIXIELAND ONE-STEP  
IDA SWEET AS APPLE CIDER  
FRASQUITA SERENADE  
(My Little Heart of Heavenly Blue)  
THE YOUNG IN HEART  
TOYMAKER'S DREAM  
TISHOMINGO BLUES  
LILLI MARLENE  
JUMPIN' JIVE  
DOWN SOUTH  
SARI WALTZ  
BY HECK

## On the Upbeat

Bob Mohr checking out of the Aragon ballroom, Los Angeles, to move into the Meadowbrook, Culver City, Jan. 7. ... Bus Eates joined the Frank DeVol music crew as arranger. ... Spike Jones and his new 23-piece band bowed in at Ciro's, Los Angeles, for the AWW's benefit. ... Ray Klein took over the trombone spot left vacant by Jimmy Simms in the Stan Kenton orchestra. ... Gene Krupa moved into the Palladium, Hollywood, with his reconstructed orchestra. ... Youngstown G. L. Music Co. has been incorporated to install and maintain coin-operated juke boxes in that area. Principals are Peter J. Amory, Ruth Kinley and Joseph Sheehan. Firm is affiliated with a national organization which manufactures the boxes.

## WAX WORKS

By BARRY GRAY  
(FOR-Mutual's All-Night M.C.)

At John (vocal with orch) "Suzanne" (April Showers, Decca 23470). An anguished tune, with what is an obviously agless John. "Suzanne" is not likely to hear. With excellent backing handled by Carmen Dragon, the early Gershwin-Cesar music and words are re-lived by the performer who first breathed life into it. RTI sell. On the reverse, the yearlong great of the Winter Garden gives "April Showers" the John touch. It used to sell top dough discs. This will sell topnotch discs.

Frank Sinatra (vocal with orch) "The House I Live In" (America, The Beautiful) (Columbia 36861).

How-bow has waxed the same duo for Columbia that he's featured on the OG show and in the pix. "House I Live In" presents a serious voice. Not the idol of the sixers, or the debatable subject for teenagers, but a serious artist wielding his weight in an admirable direction. A lot of weight that will definitely load the scales on the side of democracy thinking. With a deft and subdued backing by the Axel Stordahl group, Sinatra handles his lines with purpose, and his feelings on tolerance thinking seem through the wax. It's good, but better than the apocryphally lovely "America The Beautiful" on the reverse, where the Ken Lane Singers assist capably.

Gay Lombard's orch "Symphony" (Seems Like Old Times) (Decca 18737). With "Symphony" already a national hit, the Royal Canadian will find little difficulty in turning this into ready nickels at the juke. With the same danceable beat that characterizes all his music, the Lombard will find immediate market for this, although not the best disc of the tune. On the "B" side he's cut the turns of "Seems Like Old Times" with a vocal assist by Don Rodney and the Trio. In the far turns they become reminiscent of a barter shop floor, and then close the date with a vocal kick that went out with the Rhythm Boys.

Bob Eberly (vocal with orch) "As Long As I Live" (Goin' Home) (Decca 18729). With a farewell spoken by Vic Schooner's orchestra, Bob Eberly, recently returned vet, and before that JD's vocal napper, had waxed his first date titled "As Long As I Live". Handled well, in pleasant voice, it has nothing to distinguish it from any other accomplished band beax. Next work by orchestra, "Goin' Home" on the flipped side shows more thought and better voice. The lower ranging during the opening measures helps but the better impression is garnered by Eberly's work. Excellent fiddling

and pianissimo help. Bad spot to find turns during a reach for a high one. He doesn't make it. RTI sell, to face.

Larry Adler (acc. by orch) "Clair De Lune" (Hora Sincere) (Decca 23470). Decey and Decca have merged to provide a vehicle for Larry Adler and his harmonica virtuosity. The full music of the melody by George Stoll's orchestra, the mouth organ maestro brings to his work a symphonic class that has no peer amongst similar acts. Playing scales that Holmer hasn't hepped Adler handle the haunting melody surely, and for sales. He has a time with Heddic on the reverse, as the Stoll crew back him well for "Kora Sincere". The harmonic lends itself well to its lively tempo, and the performer to place the fingers ingeniously if the good listening. For hearth collectors, however, not the juke.

### Gray Matter

Buddy Rich, next maestro of all, did his last work as a drumming single last week in New York, while showcasing his own recording in New Jersey on Christmas Day. Rich sat in with the Benny Goodman group to record for Columbia. Recently he handled singing-beat choruses with Woody Herman's orchestra while latter was Father's Mustache, also under the Columbia label along with several others.

Milton Berle, in New York over the weekend, takes Monte Prosser's "Spring in Brazil" to Chicago on Friday. While the talk continues about "Spring" coming into Manhattan, the show continues to move westward, having preceded the Windy City date with Boston, Philadelphia, Washington and Pittsburgh. At the present rate of travel, Berle will be wearing grass skirts and reading Horace Greeley before they three-sheet Times Square.

## Nemo Took Takes Over As Chelsea Pro. Mgr.; Bob Kerr's Quick Fold

Nemo Took takes over as general professional manager of Chelsea Music and Sounders Publications, created by Irwin Gwiz.

The latter took the publishing firms over some time ago after selling his interests in Musicart Records. He was originally partnered in the complete setup, including the ownership of the above firms.

Both replaces Bob Kerr, husband of Joan Brooks, who stepped into the music business only about a few months back.

## TINTURIN-FLEISCHER'S OWN MUSIC PUB FIRM

Peter Tinturin and Dave Fleischer plan music publishing with eight songs from the score of "Heaven Only Knows".

Tinturin wrote the score and will co-produce the film with Fleischer. Harold A. Baker, who is backing the film, will also put up coin for the music house.

## N.Y. Symp to Go South

For 1st Time Next Spring

The 1947 tour of the N. Y. Philharmonic-Symphony will take it through the South for the first time in the organization's 100-year-old history. Tour will begin April 14, 17 to run at least four weeks and the orchestra will go as far south as New Orleans for a three-day festival to celebrate the 45th ann of the New Orleans Philharmonic Society.

The tours of 1947 and '48, incidentally, just skeddied by Columbia Records through its subid. Community Service will not interfere with Sunday broadcasts of the orchestra, the programs to be done from the towns in which the orchestra is booked.

## Johnny McGhee Quits N.Y.; To Reside in Va.

Johnny McGhee, ex-smoker, who for the past several years held down a studio spot at NBC, New York, and led a band on weekend one-nighters on the side, has given up the business. Cornetist sold his Long Island home and has moved to Chincoteague, Va., his wife's home town. It's on an island off the coast. In Virginia, McGhee will teach cornet and trumpet in the local high school and operate a string of gas stations.

## Music Notes

Allan Roberts and Doris Fisher completed three of the 10 tunes they are writing for "Doris to the Stars" at Columbia. ... Robert Emmett Dolan handling the score for "Mousetrap Beaucaire" at Paramount. ... Dylan spotted "Take Your Time" for the Republic tune, "Home on the Range". ... Franz Waxman composing original songs for "Hunoreque" at Warner.

...Matty Mulcaugh-Dorsey tune, "I'm Not Having Any," recorded by David Street for Decca and by Woody Herman for Columbia Records. ... Alfred Newman and Cyril Mockridge turned in the score for "Sentimental Journey" at 20th Fox. ... Johnny Green reading musical scores for "Army and Air" and "Star From Heaven" at Metro. ... Eric Wolfgang Korngold and Ted Koehler cleft "Give Me Love for Love," to be sung in "Escape Me Never" at Warner.

Town House, Albany night club, did the unusual in spotting on Page 3 of the Times-Union last week in an advertisement suggesting that readers listen the same night (Wednesday) to Robert Krum, pianist, who was guessing on Hildegarde's radio show. Ad added that Krum, who played boogie-woogie on Hildegarde's NBC stint and was introduced as a discovery, would open at Town House Jan. 7.

## PEACE IS ON TWIXT

### ELLINGTON, VICTOR

Duke Ellington and RCA-Victor apparently have settled their differences. Victor officials admit they are "line" together with the Jeanes representatives last week and troned out the dispute. Cress Courtney, William Morris agency director of Ellington's band, confirms the settlement. As a result, Ellington continues with the firm on a contract that runs until March, 1947.

About two weeks ago Ellington, angry with Victor over certain phases of their relations, asked the company for a release from his contract. This was done by letter.

## ORRIN TUCKER'S ORCH SET FOR STRAND, N.Y.

Orrin Tucker's new postwar orchestra plays its first date in the N. Y. area next month. It has been signed for the Strand theatre, opening Jan. 25 or 30, following Lionel Hampton, who goes in Friday (28). Since Tucker reorganized his orchestra less than two months ago, after being discharged from the Navy, it has been on the road. Its first dates were a one-night string in New England.

## New Disk Invented:

### It's "Plasmatic"

A new plastic record, to be manufactured by the Plasmatic Record Co. of New Jersey, is scheduled to hit the market soon after the first of the year. Title of the disk is supposed to be derived from the fact that the inventor of the formula, a refugee German scientist, participated in the development of the atom bomb. That's unconfirmed, however.

There's no other information about the disks.

## Wally Downey Back And Reports Havana Hey-Hey

Wally Downey, Latin-American music advisor to ASCAP, is back from a Havana honeymoon with the former Suzette Zalkhouse, but may shove off for South America shortly. Music man states Havana show biz and niteries booming with large contingent of U. S. tourists and business men.

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# Connie Hilton Revamps His Hotel Chain, Maps Pic Biog by Cowan

Chicago, Dec. 25.—Announcement of a picture deal with Lester Cowan, plus shakeup in operation of the Hilton Hotel chain, was made last week following company's purchase of the Palmer Hotel.

Connie Hilton, prez of the chain, announced he has completed a deal with Cowan to make a picture to produce a film, on the order of Metro's "Weekend at the Waldorf," dealing with the history of his career in the hotel biz. Loring Schuler, former ed of Country Gentleman and author of a recent spread on the Stevens Hotel, Chi., in the Salvatore, will do the scripting, Hilton said. And Walter Hudson is being sought for the film. (Hilton).

Hilton, who purchased the Palmer House for \$20,000,000 two weeks ago, said that Edward Lewis, managing director, will be replaced by Col. Joe Binnis, and that Fred Joyce will be publicity director of the entire chain. Binnis is former managing director of the Stevens.

Hilton's associates in running the chain include: Frank Freeman, vicepres over state operations for Paramount; L. Boyd Hatch, exec. of the Allen Corp., N. Y.; Edward Eagle Brown, prez of First National Bank, Chi.; Henry Crown, chairman of Material Service Corp.; Walter P. Paepcke, prez of Container Corp. of America; and Robert Downing, prez of Irving Co., N. Y.—all on the board of directors.

Among the new company's security holders are a P. J. ("Packy") Dee, prez of Alliance Theatre Corp., and Midwest Amusement Co., Chicago. L. and Lawrence Stern, bankers, Chi., and William J. Friedman, one of Hilton's attorneys. Joyce, the new publicity director, was formerly a Coast p. a. and in Chi. for David O. Selznick and Hovian. He worked for Steve Healy, Chi. building contractor, when the latter reopened the Stevens hotel, also owned by Hilton, after the war. Signal Corps moved out two years ago. Joyce has done showbiz work for a variety of years, for the past eight years, and for 13 years prior to that in hotel promotion and management.

Following signing of documents and the taking over of some \$10,000,000 in notes and preferred and common stock from the Palmer Hotel (Palmer House) estate last week, Hilton told Variety that one of his first acts will be to change the name of the N. Y. "You can play either in the Stevens or Palmer House. I feel badly no matter which you choose."

Formerly, when he owned only the Stevens, he said he was the Milwaukee chain to play there instead of the Empire Room of the Palmer House for years. "It's up to her now," he added, and it doesn't make any difference either way.

## Ringing V.P. Released After Serving 8 Mos. Of Fire Penalty

Hartford, Dec. 25.—After serving eight months and 17 days in one year and day sentences on involuntary manslaughter charges as result of circus fire here, Vice President and District Attorney, A. Haley of Ringling Bros. circus, was released from Connecticut State Pen. Monday (23). He's on parole.

## AGVA Negotiating New Pacts With 2 H'wood Clubs

Hollywood branch of American Guild of Variety Artists is negotiating new contracts for a trio of Hollywood top talents. Earl Carroll's and Florentine Gardens. Current pact with both expires Dec. 31. New pacts, which will run for three years, will be under standard terms, calling for a minimum \$8,450 weekly for principals and chorists respectively. Six-day work for the time is also being figured. There'll also be a readjustment in remuneration for rehearsals, which last week Dec. second two weeks at half salary and full salary for rehearsals beyond that period.

## Saranac Lake By HAPPY BENWAY

Saranac Lake, Dec. 25.—medium now connected with the Tudeau sanatorium, with the new Trudeau to Baton Rouge for a much needed vacash. Dr. William Stern, Will Rogers pulse-feeler and x-ray specialist, enjoying a lull in his N. Y.

Hazel Smith, scoubert of other days who did a bit here at the Rogers, now curing at home in Richmond. It's getting that special cool routine. Clifton, ex-blackface comic, who is flushing O.K. clinic reports at the Williams Sanatorium, Syracuse, N. Y.

Thanks to Bob Mack for his timely feelings to the gang. His Yuletide gift is an autographed copy of his latest book, "A Woman Will Be President Some Day."

Bert Hays, dance instructor, formerly with Arthur Murray, and a product of Delmonico's, N. Y., shot in as a new arrival at the Rogers. He's getting that special cool routine and much needed rest.

Santa Claus handed out holiday gifts to the Rogers Theatre, N. Y. to Philip H. Hays, Grupp and Lena Turek. They all entered to spend (Continued on page 40)

## Dispute Between Roxy, N.Y. Chorus and Mgmt. Over Coin Looks OK

Negotiations between American Guild of Variety Artists and management of the Roxy Theatre, N. Y., aimed to settle the recent dispute between the theatre and its chorists over a coin problem, which was adj. this week. Chorists want more dough.

Several weeks ago, chorus boys and girls at the house threatened a sidewalk strike when their demands were refused, but abrogated their threat after the management offered them \$75 is reached. They're asking a pay tilt of from \$45 to \$60 weekly, with additional tips every six months. A total of \$75 is reached. They're also demanding shorter rehearsals and other concessions.

Preliminary meeting was held last week between Irving Lesser for the theatre and Matt Shelve and Dave Fox for the union. Another conference is set for this week.

## 13 USOERS AWARDED ASIATIC RIBBONS

USO-Camp Show performers who played in the China-Burma-India theatre of operations were awarded Asiatic Campaign Ribbons for meritorious service by the Army.

Those receiving the awards include Joe E. Brown, Pat O'Brien, Lily Pons, Andre Kodelmetz, Harry Barrie, Jinx Falkenburg, Betty Yaden, Ruth Carroll, Jimmy Dodd, Harry Brown, Theodore Paxson, Francesco Versari and Henry Armstrong. The latter who headed a Negro ports-unit.

## Jean Sablon Switches From Morris to MCA

Jean Sablon will switch from the William Morris agency to MCA Corp. of America at the end of March. Meanwhile, MCA will handle Sablon's affairs until the end of the contract period, with the Morris office getting the commissions. Reason for the agency realignment is Sablon's desire to have his affairs handled by Martin Goodman, who several months ago left WM for MCA. Sablon recently penned a Decca record contract and opened at the Statler hotel, Washington, Monday (24). He goes into the Waldorf-Astoria, N. Y., with Leo Reisman's band on Jan. 25. Duke Ellington has been set for the Paramount theatre, N. Y., opening around Feb. 19.

## Sam Salvin bridges "30 Years of N.Y. Niterly Hosting"

an editorial feature of  
VARIETY's  
40th Anniversary Number  
Published Soon

## Foreign Bookings Still a Problem, Val Parnell to U.S.

Groundwork for international exchange of acts is still being carried on despite the transportation situation. Lated to plan a trip to this country from England is Val Parnell, managing director of Moss Empire theatres, and director of General Theatre Corp., now British circuits. He will sail for this country on the Queen Mary around Jan. 20. Accompanying him will be Harry Foster, of the Foster Agency and British representative of the Williams Morris agency here.

Even if the shipping situation were open, it's doubtful if any booking would now take a chance on a foreign act. For one thing, the monetary situation is in a state of flux. Both the pound and the franc are not stabilized as yet, although attempts are being made now to peg the franc at 125 to the dollar. Because of this situation, salary an act could get would be indefinite. Even if foreign buyers agreed to pay off the act, it would be difficult to know what part of the act's salary could be taken out of the country. Again the monetary laws still to be taken into consideration. Consequently, most offices with foreign ambitions are laying low, but are making connections and biding their time until all problems in that connection are solved.

## Jack Leonard, Ex-T.D. Vocalist, Resumes At Cocapabana, N.Y., Jan. 3

Jack Leonard, recently discharged GI, will make his N. Y. niterly bow in a headline at a billiard show at the Cocapabana, Phil Regan, originally scheduled to appear on Dec. 15, has been shifted to a subsequent show, with Leonard substituting. Regan was unwilling to accept secondary billing to Jerry Lester and bowed out. Other act in the lineup is Chandra-Rika, dancers.

## ALPHONSE BERGE HURT IN FALL INTO PIT

Hartford, Dec. 25.—Alphonse Berge, who does a novelty act, suffered shock, badly sprained ankle and wrenched back Friday when he tumbled from stage into pit during a show at the Statler here. On tour with Earl Carroll, he temporarily was replaced by Monte de Coo, transmuting act. Berge is not expected to regain the unit for one to two weeks.

## Balto. Clock Spending 120G for Face-Lifting

Clark Charles, Baltimore, is shuttering temporarily, Jan. 21, for refurbishing. Around \$120,000 will be spent in building a six-and-a-half-story, another kitchen and enlarging the seating capacity. Upon reopening, spot will increase its talent budget to around \$6,000 weekly.

# AGVA and Heads of Major Vaudfilm Chains Agree on New Basic Pact

## AGVA Gets Its Man

Chicago, Dec. 25.—AGVA almost signed up a new pact last week. As Jack Irving, AGVA head here, walked into the Latin Quarter with Deputy Director Bachman, Billy Vroom was on and squawking about the new headliner who was playing the Bachman, even alert for AGVA interests, asked the guy's name. "George Meganek," answered Vroom.

"We don't have anybody by that name in the Guild. I'm gonna give that Guy?" Bachman squealed. Every one in the lobby told him to look in the kitchen. Irving, in on the gag, watched.

Stomping into the gallery, Bachman stalked up to George Meganek, a tall, statted-tousered character with a white coat. "Hey, Mee, you gotta join up if you're gonna entertain."

His reply was a long look of scorn with laughs from the background. Seems Latin Quarter acts for the week had featured the chief. George Meganek.

## B'way Gets Two New Clubs in Time For New Year's Eve Biz

Two new niteries are slated to open Thursday (27) in New York. Latest entry that date is the Mardi Gras in the Broadway show, being operated by Harry and Jack Finkelstein, who at one time operated the Ringdare bar. Layout will be with a mixture of cocktail and vaude acts. Among those signed are singers Peggy O'Neill and Danny Pierce, along with Lou Sallers, pianist. Embassy, to be operated by Bill Miller, is also slated to open that evening with a bill including the Wesson Bros. Ethel Waters and Joel Horron's orch. Miss Waters had originally bowed out of the show and signed with Shubert's "Passing Show" because of failure to open Dec. 15, date originally set for her contract. Miller subsequently protested to American Guild of Variety Artists and worked out a solution whereby Miss Waters is to be paid her salary from Dec. 13 on. Further, play for the New Year's eve trade will be made by reopening of Bradley's, an exsteriad to be topped by Julius Monks, who previously performed similar chores at Le Ruban Bleu. Lineup will include Yvette Bernice West, recently out of the Army, will make his first major stage appearance in this show. They'll open on the 28th also.

The Crest room, with cocktail-type entertainment, is also slated to open Thursday with Laura Hines and Patty Travers on the bill. The Black Angel, an outdoor eatery in the San Carlos hotel, will preem Saturday (29).

THE THEATRES OF THE STARS

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J. H. LUBIN  
GENERAL MANAGER

JESSE KAYE  
BOOKING MANAGER

After several weeks of negotiations between reps of chain theatre circuits and American Guild of Variety Artists, an agreement was reached last week on a new five-year contract. New deal calls for 30 shows weekly for acts getting \$750 or less; acts getting \$1,500 or more are permitted to do 36 shows on weekly schedule with pro-rata overtime on all additional shows.

New sked' also obtains for so-called main stem deluxers in New York and other key cities operated by the chains. Neighborhood shows are limited to 20 shows weekly and overtime for all acts for additional shows. Contract is now being drawn up by Jonas T. Silverstone and Memorial H. Rosenbaum, AGVA attorneys, and will be signed next week.

Union was represented by Matt Shelve, national head of AGVA; Dave Fox, head of the N. Y. AGVA local; and attorneys. Chain reps sitting in on the negotiations were Marvin Schenck, for Loew's; Major Leo Thompson, for RKO Theatres; Bob Weisman, Paramount; Zep Epstein, Warners; Irving Lesser, RKO.

New contract, while primarily covering Greater New York, and the chains, will serve as yardstick for other houses operating in these territories. It also sets the scale for independent houses operating with stage shows, to be pected in the same terms later.

While new agreement does not cramp the style of the N. Y. houses, some of which do 38 or 40 shows weekly will up the budget, but eliminate costs via the overtime pay schedule for acts.

Both sides assert negotiations were pleasant throughout.

## N.O. Niterly B.O. In Great Shape, Based On U.S. Tax Totals

New Orleans, Dec. 25.—Despite the fact that a lot of high-paying jobs went out with V-J Day, night club spending hit a new high in December, according to figures made public Thursday (21) by Charles A. Donnelly, collector of internal revenue. Cabaret taxes for the month totaled \$110,773, compared with \$89,856, for the same month in 1944. And for the last six months of 1945, the total will be approximately \$80,000 ahead of the first half of the year. The figures are for all of Louisiana, but the largest percentage is paid by New Orleans niteries.

Taxes this year will amount, roughly, to \$1,200,000 on the basis of collections for the past several months. Donnelly said. The total, though, November was \$1,042,891.

Merb Shriver booked for the Roxy Theatre, N. Y., Feb. 13 or 20.

## Racial Discrimination Suits s. Panama Clubs Block Use of U. S. Negro Acts

Racial questioning is stymieing Panama bookings to the extent that all contracts signed so far affecting Negro performers are being held in abeyance.

Basic reason for the muddled situation is a series of discrimination suits filed by Negro residents of that country against night clubs there. Panama has temporarily caused the Panama government to forbid entry to Negro artists until situation is smoothed.

Since exodus of GIs from that country, Panama night owners have attempted classier operations with heavier talent budgets, the majority of acts imported from the U. S. During the course of this policy, however, faces barred Negroes, mostly natives. Consequently, the discrimination suits. Virtually every night is smothered.

teeted by these suits and in an attempt to prevent any racial overtones, Panama government put a clamp on importation of Negro artists.

Aside from boxoffice values at the venues, colored performers are needed by the clubs inasmuch as the boxoffice could not sustain the country in one of the main auditoriums in Panama City, mainly for the Negro population.

Only booked so far affected are those of Maurice Rocco, who was scheduled to open in February, and Art Tatum, down for a March debut at the Casanova club.

Harry Nathan, booker for the Casanova, one of the largest talent importers there, declared that he'll attempt to postpone these dates until situation is smoothed out again. If they can't be postponed, they'll have to be canceled.

He said that the suits are not accountable for the contracts since cancellations are the result of a government decree.

## Stagehands Union Head Takes Over Minn. Niterly

Minneapolis, Dec. 25. City council finally has approved transfer of license of Casablanca, a leading local niterly, to Bill Donnelly, president of the union.

Spot got in hot water when its co-owner and manager, Rubin Shasky, shot and killed a labor organizer during a quarrel. The mayor had approved a transfer of the license and sought unsuccessfully to shutler the place.

It had been charged that Donnelly, in one of the local labor circles, and that he previously had been interested in the ownership and operation of the licensed all-night liquor establishment.

## Philly Niteries In Name War

Philadelphia, Dec. 25.

Philly niteries have become name conscious again and are going all out in bidding against each other for big-name cafe entertainers. The bidders in the "bull market" are the Coronet and the Latin Casino with Jack Lynch, operator of the Waller Room, also reported in the running.

Stanley Schwartz and Bob Wasserman, operators of the Coronet, have already signed or are about to sign the following: Gene Hayes, Henry Youngman, Rona Vincent, Bell Baker, Sophie Tucker, Joy Adams and Lenny Kent. Currently at the top of the list are Jack Ruby, with Jack Miles and Zero Mostel, already played during the past month.

Latin Casino has linked in Ted Lewis, Mills Brothers, Fred Bailey and Louis Jordan.

Jack Lynch is reported dickering for Joe E. Lewis.

## London Club, N.Y., Folds Temporarily, Will Get Going Again For Ever

First interruption of the consistent run of prosperity for the London night clubs occurred last week. Jack Harris' London club failed to open for business, Thursday, Dec. 21. However, closing is temporary. With additional backing, club will reopen for the New Year's Eve late Saturday (29) and will attempt to weather the hazardous post-holiday business.

Reopening followed a meeting between Harris, club's backers and creditors, who agree to additional time before throwing the spot into bankruptcy. It was first believed the fold was permanent and reports had it that Diana Costello would take over the spot. With the reprieve granted by creditors, Harris is attempting to line up a new show for the holiday season.

London club was opened only a few months ago, after Harris re-modeled the La Conga to institute the English motif.

## Schooler Leaving USO, Joins Delmar in Legit

Dave Schoeller, general production manager for USO-Camp Shows, leaves his post here, 5 to join Harry Delmar in legit production. Delmar was Schoeller's predecessor in that position.

Schoeller, who at one time led a girl's orchestra, started with Camp Shows four years ago as music director, and booked most of the CS circuits before going to his present job.

Ben Piermont, now heading the Chicago USO office, is slated to succeed Schoeller.

## Youngstown Niterly Safe Blown Open; \$3,500 Stows

Youngstown, Ohio, Dec. 25. About \$3,500 in cash and diamonds worth \$1,000 were taken when burglars drilled a safe in the Blue Crystal Club, in nearby Girard, Ohio, last Wednesday morning. Entrance was made through a window after Sam Parilla, owner, left the spot about 2 a.m.

Safe was carried to the kitchen and opened, and about \$4 in nickels, dimes and quarters were found scattered around the floor. Two cigarette machines also were smashed. It was the third time the club has been robbed.

## Ireland, N. Y.

Danny White, starting whirlwind, Bob White, The Brins Comp bell line (6), Lou Martin's (6), \$2 m.

New operators of this "smorgasbord" haven't altered the Brins' changes in operation as yet. Noel Lee and Abe Goldstein who were the sound and light men, are continuing in the same groove, providing a professional touch, appealing to the unsophisticated.

Changes in this layout is the return of Danny White, recently dropped from the Brins' line, to a steady job here before going off to the wars. From his performance at the show, from the Army, White changed him at all. He's still giving out with the eccentric comedy and uses virtually the same gab and song material that he had prior to his enlistment. For a room of this size it's a safe bet, inasmuch as any niterly would be lost in his vast command. Out of town and predominantly heavy patronage give him good hours.

Fast item on the show is the Skating Machine, with a Frankly act consisting of two couples who do the standard tricks in a very standard manner. This roller team have added to the sight appeal with strobed effects on female attire which makes for pretty pictures.

Also on the show is a pair of niterly-patrons who whirlwind. Also began a book set of niterly-patrons. Singer is Roberta Welch, who makes a fine appearance of a show, but whose voice is not sufficient for a large room. Close-up to inject some personable notes in her chirping, but beyond ringtones, often lost. Lineup is complete with Lebrun and Campbell (New Act) with the six girl line showing up for three sessions.

Just.

## Marline Room, Chi (EDGEWATER BEACH HOTEL)

Chicago, Dec. 25.

Emil Vandez Orde (1945) and Trudy Marlin; Dorothy Hill Dancers (10) with the Song Sisters (4); Tommy Trent, Fallenberg; George \$3.50 minimum.

Here's a Christmas stockpile of kiddie capers that had the older folks completely beguiled. Frankly placed to the moppets, and the place was full of 'em, holiday show was smoothly paced by the Dorothy Hill Dancers and backed by fine singing of Emil Vandez Orde.

Opener was w.k. "Winter Wonderland" routine of Hill dancers with cakewalk style turning in a cakewalk, gals tuning up on title song with bell bells and a few more, then kicking out on "Jingle Bells" with similar antics. Runtin gets his hand.

Tommy Trent followed with his "Punchy Punchy" sequence, which brought a mock-up, house front with puppets on his hands. Trent puts his characters through an entertaining but not unusual rooftop routine, complete with puppet ballet.

Hill ballerina Ruth Pryor is featured in a chorus presentation of "Starburst," with background vocals by the Song Sisters, making a fine Circus circle provided by the Fallenbergers, with their Educated Bears, had the kids squealing. Bears ride bicycles, roller skates, scooters, and even a rocking horse. Clonus has manna bear on her back, twirling a log with her feet while band gives with "Stars and Stripes Forever."

Topper to the holiday package is chorus in "Toyland" where they put their best effort of the evening. With Miss Pryor as a little girl who falls asleep on an outdoor bench, and dreams of her toys come to life. The dancers split up for a scene, appearing as wooden soldiers and their gals. Quartet chants "March of the Wooden Soldiers" for a scene, appearing as wooden soldiers and their gals. Quartet chants "March of the Wooden Soldiers" for a scene, appearing as wooden soldiers and their gals.

by words, while personable little niterly, the Tan-Hai-played, and, and Tudy Marlin is sweet on the show.

## N.Y. Niterly Followups

Unlike most spots in this sector, the pre-holiday followups haven't affected Leon & Eddie's, N. Y., probably because of the fact that the place parties being hosted there. Lush big here is giving the proper chance to see how the niterly society will work out. According to indications the show is in the making.

In preparation for the festive season, Eddie Davis has some new ma-

terial, which like his standbys in the bad groove. To the visiting firemen Dapper material never loses its potency and usually the crowd feels they've been treated to a show that gives if he doesn't stay on the floor close to an hour. But on Friday (21) night of this show's preview, on an every other Friday night, his act is cut short to around 45 minutes. Both he and Leon have some urgent business at Madison Square Garden.

Novelty and speed mark the rest of the layout. Announced by Jimmy Kane, crowd's attention is focused on Orlando astoria, Bill Wayne, MacNeil, Eddie, Helene and Howard and Pay and Andre, all New Acts.

Just.

Estelle and Leray are newcomers to the current Bowmar Room (BBL-room) N.Y. Niterly show, along with Marjorie Knapp, and both, along with the incumbent Carlin, the magician, contribute a nifty share of entertainment. The dance team is plenty graceful, although there's nothing new to their lifts, while Miss Knapp is cute and knows how to knock off a ballad and rhythm tune equally well. Carlin, too, is a fine dancer. His suave manipulation of cards and smokes, is still top. Bob Grant is invariably a hep warden, the position, and he's no different for playing this show and for the patron healing. Kalin.

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## Original ROY ROGERS

HELD OVER INDEFINITELY

CASA NOVA CLUB

PANAMA CITY

New Show Here Booked by

HARRY NATHAN

3 Ross Sisters - Brocton - Betty

Tennant and Buddy Thomas -

By Knight - Buletelle - 3 Con-

frontiers - Nadine Page - Hermanas

Tobias - Meribeth Old - Steven

The Girl I Love - Hogden.

DR. HARRY ROSEN - BEN SHANIN

arrangement, 5100

RAY

BOURBON

OPENING BY

FLATFIRE THEATRE

MOLYWOOD

LAURETTE AND CLYMAS

DANCE HONORISTS

New Appearing GARY ELKA

By Joe Jandros, Miami

New York Address, MISS JOHNSON

Gags!

GAGS! JOKES! GAGS!

PATTER! WISE-CRAZY STORIES!

For a new club, night

Shower, afternoon, Saturday, all Sunday

breakers, here located

Shower, afternoon, Saturday, all Sunday

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## Ohio Gov. Promises Action vs. Violators Of Booze O.K. Rules

Columbus, Ohio, Dec. 25.

Night-clubs and other liquor permit-holders in Ohio have been warned by Gov. Frank J. La Follette that if they fail to enforce state liquor laws as planned that he has been in effect since he took office last June 1. He indicated he is not satisfied with enforcement and is planning a "crack-down" on those who only against violators but also against enforcement officers "in whose areas conditions are found to be bad."

Commenting on the current drive against slot-machines operated by liquor license holders, the Governor said, "In my judgment there should be no mercy or consideration at all shown to any person who has a liquor permit and in addition to that is operating slot machines in his business."

Palumbo's, Philly, Loses

AGVA Arbitration Case

American Guild of Variety Artists last week ruled that Palumbo's, Philadelphia, must pay off a salary claim instituted against the niterly by Ed Kipling for \$125.

Kipling had been booked as emcee at the spot several weeks ago. He was cancelled after first show and offered pro rata pay, which he refused to accept. Matter was arbitrated at AGVA with Palumbo's and Kipling would have to have him pay the week out. However union ruled that Kipling would have to have him pay for two weeks or pay off the claim. Spot chose the latter course.

Drys Keep Coming

Columbus, Ohio, Dec. 25.

The new "All-American Party" in a platform adopted in Columbus last week (12-17) proposed to create a "new conscience" against liquor traffic, and "turn all breweries and distilleries into institutions for the manufacture of medicinal foods and wholesome drinks."

Party decided "night club and tavern owners who contribute to juvenile delinquency."

A. B. Bane, Carey, is the party's candidate for the Ohio gubernatorial race.

Saranac Lake

Continued from page 39

the Yuletide ogling the bright lights of Broadway.

Len Grotte successfully operated on for a month at the Massachusetts General Hospital, Boston, is being nursed, and bed-sided his from Boston to return to this colony as soon as conditions allow.

Walter Conley, wife of the late Walter "Lewy" Conley, recuing after a major operation.

Write to these that are ill.

## GLENN GREGORY

With MICKEY O'DAY

Currently WIVEL RESTAURANT, New York

ROEHM & DOONE

9TH WEEK

BEN SHANIN

## PAUL REGAN

Offering

HAPPY TIMES & JOLLY MOMENTS

CHEZ AMI

MUFF, N. Y.

BY - MATTY ROSEN

Comic-Satirist

Week Dec. 29, Capitol, Wash., D. C.

Week Dec. 30, Park, Wash., D. C.

Opening Jan. 11

KAPTEIN, NEW

# NEW ALL TIME RECORD FOR LOU WALTER'S LATIN-QUARTER, NEW YORK

Established By

# FRANCES FAYE

"Queen of the Supper Clubs"



## HERE'S THE EXPLANATION IN ATOMIC CRITICAL RAVES

**WALTER WINCHELL, Daily Mirror:**  
"Yorlchids: 'Frances Faye's big time routines.'"

**ED SULLIVAN, Daily News:**  
"Frances Faye busted every Latin Quarter record last week, raking up \$54,000."

**DANTON WALKER, Daily News:**  
"Frances Faye, the Tympanic tempest at the Latin Quarter... a resounding hit."

**DOROTHY KILLGALLEN, Journal-American:**  
"Tops In Town:—'Frances Faye's spellbinding show stopping at the Latin Quarter.'"

**LOUIS SOBOL, Journal-American:**  
"Triple A Indorsements:—'Frances Faye's exciting and hilarious performances at the Latin Quarter.'"

**LEONARD LYONS, New York Post:**  
"Frances Faye alone in her field—delighting the stay up lates at Latin Quarter."

**GENE KNIGHT, Journal-American:**  
"Frances Faye is a red hot hit at Latin Quarter, most worthily in the top night club in town."

**EARL WILSON, New York Post:**  
"Frances Faye is thrilling New Yorkers and the out of town crowds at the Latin Quarter. She's a wow!"

**VIRGINIA FORBES, New York Sun:**  
"Frances Faye is dynamic. She's Different. She gives glamour to swing."

**LEE MORTIMER, Daily Mirror:**  
"When Faye goes into her pianistic vocalities, it's pure 100 percent showmanship entertainment and sophisticated fun; none of that anemic bobby-sox boogie woogie."

**BOB DANA, World-Telegram:**  
"Frances Faye concluded one journey and started another Sunday night at the Latin Quarter when she became star of Lou Walters dazzling revue, 'On Ze Boulevard.' The gal with the powerhouse voice, rhythmic, almost hypnotic, piano heat and adult sense of humor sounded a triumphant valediction to the naive traps of her apprenticeships and served notice of an interesting new career... Frances was a slick chick from the start."

**BURTON RASCOE, World-Telegram:**  
"Frances Faye is tops."

Press Representatives:  
GERTHIE HAYES, IRVING PENMAN  
400 Madison Avenue, New York  
PLaza 9-5755

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Starting Jan. 7**

Exclusive Management

# MUSIC CORPORATION OF AMERICA

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# Variety Bills

WEEK OF DEC. 27

Numbers in connection with bills below indicate opening day of show whether full or sell-out

## Loew

**NEW YORK CITY**  
**Capitol (42)**  
 Snow White  
 Shirley Temple  
**State (31)**  
 The Great Dictator  
 Bill & Joan  
 Bill & Joan  
 Bill & Joan

## Paramount

**NEW YORK CITY**  
**Paramount (35)**  
 Woody Herman Orchestra  
 The Great Dictator  
**Chicago (31)**  
 The Great Dictator  
 The Great Dictator  
 The Great Dictator  
 The Great Dictator

## RKO

**BOSTON**  
 Boston (42)  
 The Great Dictator  
 The Great Dictator  
 The Great Dictator  
 The Great Dictator

## With Ticker

AGENCY  
 "The Outstanding Agency"

**Frank & Joyce**  
 Frank & Joyce  
 Frank & Joyce  
 Frank & Joyce  
 Frank & Joyce

## Warner

**NEW YORK CITY**  
**Warner (35)**  
 The Great Dictator  
 The Great Dictator  
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 The Great Dictator

## Independent

**NEW YORK CITY**  
**Independent (35)**  
 The Great Dictator  
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**BALTIMORE**  
 Baltimore (35)  
 The Great Dictator  
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**CAMDEN**  
 Camden (35)  
 The Great Dictator  
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**PHILADELPHIA**  
 Philadelphia (35)  
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**HARTFORD**  
 Hartford (35)  
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**INDIANAPOLIS**  
 Indianapolis (35)  
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**ST. LOUIS**  
 St. Louis (35)  
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## Cabaret Bills

**NEW YORK CITY**  
**Blue Bell (35)**  
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## Obituaries

**JOSEPHINE SABEL**  
 Josephine Sabel, 79, veiled vaudeville on the Keith and Orpheum circuits, died Monday (24) in the South Shore Convalescent Home, Patchogue, L. I. She has been a friend of the Percy Williams home at L. I.

**LEBRUN & CAMPBELL**  
 L. M. LeBrun and Campbell apparently have been around before, but are not known in the Variety circles. They're a fast and hardworking bunch, but their long career in the theatre, but could stand some routine revivals for better effect.

**PHIL WATNE**  
 Phil Watne, ventriloquist, died Monday (24) in the South Shore Convalescent Home, Patchogue, L. I. He was a fast and hardworking bunch, but their long career in the theatre, but could stand some routine revivals for better effect.

**JACOB (JACK) DAVIS**  
 Jacob (Jack) Davis, 47, Republic's New England district sales manager, died Dec. 22 at the company office in Boston.

**BYRON GAY**  
 Byron Gay, 59, composer, died over weekend in Los Angeles following a heart attack.

**ORLANDO SISKERS (2)**  
 Orlando Siskers, 53, died Monday (24) in the South Shore Convalescent Home, Patchogue, L. I. He was a fast and hardworking bunch, but their long career in the theatre, but could stand some routine revivals for better effect.

**HELENE & HOWARD**  
 Helene and Howard have a fairly diverting dance routine which starts as a dance dramatist and segues into comedy. Laugh material is nicely blended and capacity crowd which has some valid laughs contained therein.

**FAY & ANDRE**  
 Fay and Andre in a short while will be ready for the family variety. They're a well-built youthful pair who have their tricks in the bag and show some neat lifts and showmanship in their act.

**KENNY & NORRIS**  
 Kenny and Norris, exceptionally entertaining male acrobats, offer modernized and hilarious new maneuvers that are breath-taking, amusing, and amusing. Kenny, one-half of the famous "Kenny and Norris" duo, died Monday (24) in the South Shore Convalescent Home, Patchogue, L. I.

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**MINNETTE SNELLING**  
 Minnette Snelling, 67, film character actress, died Dec. 19, in Hollywood.

**JOHN REDMOND**  
 John Redmond, district manager, will be moved from Omaha to the Orpheum here.

**RKO Pool**  
 RKO will operate Pantages as an Orpheum mover and original attraction. The split with Minnette Anus, leave it with RKO, Union, Columbia and half of Warner's, RKO will operate the program in the open market.

**SONIA BIGMAN**  
 Sonia Bigman, 40, a contributing editor on staff of Time Magazine, died as a result of a fall in her apartment in New York, Dec. 20.

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## OBITUARIES

**E. F. STEVENS, JR.**  
 E. F. Stevens, Jr., 41, one of the founders of Decca Records, died in N. Y., Dec. 20.

**NELSON A. SHAWN**  
 Nelson A. Shawn, 46, songwriter and record producer, died in Evansville, Ind., Dec. 20.

**Jenny Wenzel**  
 Jenny Wenzel, 84, mother of Arthur S. Wenzel, special representative of Orpheum and 20 other theaters of Spanish International Film, died Dec. 21 at her home in Sacramento, Calif.

**Rev. Morris R. Yecklen**  
 Rev. Morris R. Yecklen, 88, father of Al Johnson, stage, screen and radio star, died in Washington, D. C., Dec. 20.

**Belle Inman**  
 Belle Inman, 82, actress, died Dec. 9, 1945 "Pete" Knox

**D. C. Dec. 23**  
 D. C. Dec. 23, Widow, four children sons and two daughters survive him.

**Miss Emma Cooley**  
 Miss Emma Cooley, mother of Spade Cooley, western orchestra leader, died Dec. 14 in Modesto, Cal.

**Little Meyer**  
 Little Meyer, 71, sister of the late Nora Baye, died in Chicago, Dec. 18.

**Claudia Craddock**  
 Claudia Craddock, 56, screen actress, died Dec. 17 at her home in Hollywood after a long illness.

**Jose Alex Haver**  
 Jose Alex Haver, 36, film character actor, died Dec. 18 in Hollywood of a self-inflicted bullet wound.

**MARRIAGES**  
 Lynn Merrick to Conrad Nagel, Port Lee, N. J., Dec. 22. Bride is film player; groom is legit, radio and stage performer.

**Noel Toy to Capt. Carleton Scott**  
 Noel Toy to Capt. Carleton Scott, 30, bride is vaude and stage performer; groom is Marine; Scott to James W. McCall, Chicago, Dec. 21. Bride is member of Chi Variety staff; groom is ad man for Fawcett publications.

**Virginia Thorpe to Greig Toland**  
 Virginia Thorpe to Greig Toland, Nogales, Mexico, Dec. 9. Bride is a vaude and stage performer; groom is member of Chi Variety staff; groom is ad man for Fawcett publications.

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# Tix Brokers None Too Sanguine On New Year's Eve B'way Biz

Ticket agency people are not sanguine over the chance of a big business among Broadway legits on New Year's eve.

It's the brokers who sell most of the tickets for the holiday eve, as prices are high and their customers clamor for the clientele for whom they should be the top theatre crowd of the year. Ordinarily tickets for that performance are sold in advance, but most of the sales are for the standstays, where as it was hoped that nearly every theatre would be salable for the first New Year's Eve since the war's end.

Boosted boxoffice prices is a factor. There are also problems such as getting out of theatres and reaching homes or nightclubs for the night. A line is rung out, for the obvious festivities. Virtually few private cars are seen in Times Square, as the bulk of audiences journey to theatres on the hoof, or in taxis, of which there is a limited supply. Being able to spare a taxi after the night is something of a minor miracle, almost any busy night. Not infrequently prospective passengers offer bonuses to drivers.

Offering of private parties in homes and elsewhere on the "eve," another reason why attendance at theatres may be curtailed.

## MOSS UPHELD ON NIX OF ACME AGCY. PERMIT

New York License Commissioner Paul Moss was upholding the final decision of the supreme court last week in the matter of the Acme ticket agency, which was pending since last spring. Moss revoked the license on the grounds that the agency engaged in illegal practices in the sale of tickets. Evidence was produced that showed the broker had charged more for the tickets than the boxoffice price of tickets for that night, where the law limits the premium of 10c over the boxoffice price for the federal tax. Some of the evidence was gotten by legit ticket code inspectors.

Decision automatically forced Acme to suspend business. Agency made several appeals in the courts, resulting in it being able to continue in business. Ticket broker for one motion asked the court to suspend the commissioner's edict on the ground that the agency had been in business for years and deserved "another chance."

## Frisco Canteen, Last Of Wing Oases, to Shutter

San Francisco, Dec. 25.—The Frisco Canteen, last of the nation's American Theatre Wing canteens, shut shop last night (24) after serving for over 2,000,000 servicemen in two short and eight months of its existence. Dramatically winding up its time career with a two-night party at which 6,000 servicemen attended \$5,000 in the canteen, as well as provided with dinners which featured 300 turkeys weighing a total of 4,000 pounds, the canteen closed its doors after throwing its last funds into its Christmas swansong celebration.

Leaders in the establishment of the canteen were Mrs. Paige Montague, chairman; Ina Claire, and the late Mrs. Clarence Lindquist, who was co-chairman of the entertainment committee with Harry Ettling.

## From Hearst to Todd

Mike Todd, in sewing up the Columbus Circle (formerly Columbus Circle, then International) for a five-year lease from the Marquis de Sadeville, made \$40,000 in advance. Above one of the two portfolio cave windows in the theatre was a camouflaged box intended for the use of William Randolph Hearst, who built the house originally for Marion Davis.

No doubt it will wind up as Todd's box.

## NEW PALLADIUM REVUE

London, Dec. 18.—New Palladium revue, as yet untitled, will be produced by Robert Nesbitt. Likely will open in March. Cast already engaged are Tessie O'Brien, Nat Jackland, and Warriss, Eddie Gray and Marianne Lincoln.

## Paul Moss

(SEN. Y. C. License Commissioner)

backs back to the legal aspects, as he keeps

## "Looking At The Record of Theatre Decency"

an editorial feature of

VARIETY'S

40th Anniversary Number

## Miriam Hopkins Nixed Direction in Pharmacy; Equity Awaits Her Side

In addition to turbulent intentions in connections with the opening of "St. Lazare's Pharmacy" in Manhattan recently, it became known that Eddie Dodge, Louis J. Singer, who co-produced the show, complained to Equity that Miriam Hopkins had been asked to follow direction. Notice to that effect was given to the company for the managers. Equity responded that it would receive consideration but only after Miss Hopkins' side of the argument was on hand.

Sho. jumped from Montreal to Chicago, where it opened Sunday (23). The show was reported as having aroused the ire of several newspaper people in the Canadian city but claimed that all was serene among the players.

## JAN. 6 MEMORIAL MASS FOR 4 COHANS

Although a mass was held in memory of George S. Curran on the anniversary of his death, Nov. 5, solemn high memorial mass for the Four Cohans was celebrated on Jan. 6, at the Corpus Christi church, 429 West 121st street, N. Y., by a committee that aims to establish a permanent memorial for him. Committee has invited all friends of Cohans, serving members of the family and the various theatrical organizations.

The Four Cohans are resting in a chapel mausoleum at Woodlawn cemetery, N.Y. Dennis E. O'Brien, Cohans' close friend and adviser for many years, is chairman of the memorial committee, which also consists of: Gene Buck, Edward P. Mulrooney, James J. Walker, George W. Buck, William A. Brady, Donald Brian, James Cagney, Charles Coburn, Arthur F. Driscoll, Owen Davis, Dr. M. C. Elias, Hon. James A. Farley, Arthur M. Fay, Arthur Hopkins, Walter Huston, Mafua Horton, Edw. J. Kennedy, Bert Lytell, James Montgomery, Walter Moore, John H. Murray, Alfred J. Roeder, Ken McCarthy, William M. McCarthy, Connie McKee, Joseph McCarthy, Ray Ryan.

## Arthur Schwartz May Tune Gordon Musical

Producer Max Gordon wants Arthur Schwartz to write the score for "Park Avenue," which George S. Kaufman is dramatizing. Nunnally Johnson's Statespot story of five years ago. Ira Gershwin may write.

Schwartz has done musicals before for Gordon, although his last show was the score for "The Boy Who Sailed" by "Stars In Your Eyes" for Dwight Dreier Woman in 1939, before going to the Coast.

## BUTTITA'S TAKEOVER

Tony Buttitta has taken over as senior press agent in the Jacy Dalrymple office in the latter's absence. He is being replaced by Robert and Marjorie Berkentin joining the office as associate p.a.s. Miss Dalrymple has gone to the Coast to recuperate.

June Greenwald, longtime with the Dalrymple office, has resigned.

## Wagner Threatens to Pull Tour Due to 'Abuses'

Concert manager Charles L. Wagner threatens to cancel his projected four-week spring tour of his opera company doing "Martha," unless the American Guild of Musical Artists corrects some of the "abuses" connected with Wagner's recent six and a half weeks' fall tour with "Balletto." Wagner says he's given Lawrence Tibbett, AGMA prez, until today (Wed.) to adjust the finances; otherwise, he'll call the tour off.

Wagner claims the "abuses" aren't part of his basic agreement with AGMA, but difficulties that were brought up only this season. He named such "evils" as demands that he pay for a full week in salaries, when he asked a half-week; the tour; demands for sleeper rates when a troupe had to take a 7 a.m. or 7:30 a.m. train; demands for other considerations brought on by rail and travel conditions over which he had no control, etc.

Wagner also announced signing up of the Joos Ballet for next season, first time this dance group has been under his management. Swiss-German dancers haven't been in U. S. for four years, having been dancing in England. Will open with a N. Y. season in November, then tour to the Coast.

## SABINSON ASSURED OF N. Y. BELASCO OPENING

Attorneys for the Belasco, N. Y., state they have not yet been informed of a move by Max Y. to regain possession of the theatre, although the Appellate Division of the Supreme Court reversed the lower court that dismissed his last season. The attorneys assured Belasco that there would be no interference with the debut of his "Home of the Belasco" (27). "Explained that any court proceedings by Yellin would not be heard until sometime in January. Rent in advance would be payable, although Yellin could claim possible profits from John Wildberg, S. Kreibler, and all owners of the theatre. The house has been kept in the red on operation.

Sabinson pressed "Trio" at the Belasco last season, drama being forced into a tangle that involved money. Yellin's claims against Sabinson are \$8,000 in due him, having booked office statements to indicate the theatre was in the red. Sabinson filed suit against Yellin. Sabinson says that possible confusion may be taken at a more opportune time.

## Guid Subscriptions

### Flood San Francisco

San Francisco, Dec. 25.—The management of the Curran theatre here has found itself buried beneath subscriptions from drama fans clamoring for season tickets to the Theatre Guild's four scheduled productions. Three days after notices of the impending Guild show had been sent to the Curran list, which is one of the most impressive in the country, managers over 20,000 names, the Curran found itself oversubscribed, with more than 1,000 not writing in for tickets. "Okla!oma!," of course, the bescon list, all asking for admission to that they can't secure full tickets. First on the list of four plays, dated to open Jan. 4, is Philip Barry's "The Sign of the Cross" starring Tallulah Bankhead. Next will be "Okla!oma!." The third is expected to be a new production of Oscar Wilde's "Lady Windermere's Fan," to be produced here by Curran and the Theatre Guild. The fourth has not as yet been decided upon.

## Shows in Rehearsal

"January Thaw" —Madd Todd.  
"Three To Get Ready" —Stanley Glicky.  
"Crescendo" —John Clein.  
"Anglo-American" —Feyrant.  
"Katharine Cornell and Gilbert Miller."  
"By Appointment Only" —Dave Wolper.  
"A Young American" —Blackfriars Guild.  
"Show Boat" —Kern-Hammerstein Production.  
"The Eyes" —Ted Harris.  
"Georgia Boy" —Jack Kirkland and Lila Stoddard.  
"Twinkle Only One" —Martin Blaine.  
"The Dutchess Misbehaves" —A. P. Waxman.

## 'People,' 'Polonaise' Have Payoff Wrangles; \$90,000 Red for Formals

### George Jean Nathan

on ordent anti-Boscarelli speaks his little piece in

VARIETY'S  
40th Anniversary Number

To Be Published Soon

## 'Nellie' Getting Some Facials, With Changes In Lead and Director

"Nellie Bay" —Eddie Cantor and Nat Karson produced musical current in Boston, is booked to remain there until Jan. 12. A definite Broadway booking is pending. During the Hub management of the William Gaxton-Victor Moore starer a number of changes are scheduled and a replacement for Marilyn Maxwell, who has the femme lead, will be selected.

Charles Friedland is restaging the book, two new musical numbers by John Barry and James Van Heusen are to be inserted, and additional comedy scenes are due from Cantor. Bob Slinen is working on new dance direction.

Martha Errolle was sought for "The Red Mill," now at the 48th Street, N. Y., and Kitty Carlisle is mentioned for the new musical. Miss Errolle will replace Lorna Bryn, who has been ill. The "Red Mill" originated. When Miss Bryn was out of the revival last week, Lot Porter, of the ensemble, stepped into the part.

## Hitchy, Grant, British Exhib Plan Indie Co.

Hollywood, Dec. 25.—Sidney Bernstein, British exhibitor, is here to huddle with Alfred Hitchcock and Cary Grant on the formation of an indie picture company. Tentative plans call for production of films here and in England, with a change of film here because of the unsettled condition of the picture industry in Great Britain.

Bernstein, owner of the Granada Circuit, fourth largest theatre chain in England, was in charge of film production for the British Ministry of Information during the war.

## Evans Man Speaker At Dutch Treat Club

Maurice Evans was guest of honor at the Dutch Treat Club luncheon last week in New York, and the star of "Hamlet," Columbia Circle, N. Y., was the guest of honor. He told of several unremembered incidents in connection with his experiences in the Pacific Theatre of War. And they were really eye-openers.

Actor, a major in army special forces, did a "GI" war picture "Hamlet" that attracted considerable attention in Honolulu and islands and the Pacific. The fourth of a series of entertainment, which ranged from Shakespeare to girl shows. Stories of the latter amused the Treasures most.

## Memphis Outlook Up

Memphis, Dec. 25.—Something of a relief outlook, something of turn for better the past fortnight.

"By Appointment Only" —Dave Wolper.  
"A Young American" —Blackfriars Guild.  
"Show Boat" —Kern-Hammerstein Production.  
"The Eyes" —Ted Harris.  
"Georgia Boy" —Jack Kirkland and Lila Stoddard.  
"Twinkle Only One" —Martin Blaine.  
"The Dutchess Misbehaves" —A. P. Waxman.

It was anything but Christmas around Equi's office Monday (24) when the members of the attractions screamed that the ghost didn't walk on pay-day, Saturday (25).

Players in "Of All People," which started Walter Catlett and Bert Wheeler when they had to go when the show stopped in Baltimore, instead of moving to Philadelphia, with members of the "Adelphi, N. Y.," exhibited checks that they had accepted but couldn't cash at the bank, there was no guarantee money for "People" on deposit with Equity, salaries having been guaranteed by Joe Harris. Later directed the show originally, it having been presented by Monte Prosser and Walter Bitchell. Managerial friction developed soon after rehearsals started and Harris quit. He remained part of the show, the advising Equity that the balance would be paid after I.O.U.s for money. The balance of the show was then paid.

When "Polonaise" actors were unable to get the show on, Harry Bloomfield, he advised them to go to Equity, where guarantee funds are on deposit. Bloomfield, in handing the opera, produced by Equi's Schmidlapp, who technically directed the hand of the management, of which Bloomfield was a part. Musical business, dropped and down in the pay-day. It is due to tour after next week.

Cast, show being 22 in the "People" payroll being over \$6,000 weekly. Attractions is in the red approximately \$90,000, including the deficit. In one stand the deficit for one week was about \$15,000. Play was written by Ralph Spence, according to those with the show.

## GALLO DIVIDES ON 2 ARBITRATION VERDICTS

Fortune Gallio's San Carlo grand opera, which was scheduled to open this week, playing Texas, stands without Mary Henderson in the cast. There was a dispute over her contract, which was settled by arbitration in the actors' favor, she being

Gallo, however, was a winner over an erstwhile partner, Tony Mazza, who was awarded a share of the season of opera in Cleveland. It was a breach of contract action and the award was judgment. The award was on that contention, Mazza Court ruled that Gallo has the right to sue for judgment, although he was awarded a small amount of recovery from \$12,000 to \$5,000.

Some of the content claim is in advance royalty on the music that was paid to Gallo. Gallo was awarded \$10,000 on deposit in a Cleveland Bank to guarantee a stop-payment check to Mazza. Bank is said to have assured Gallo that it would release the money in the event that he obtained judgment.

## Al Rosen's Farce With Leon Errol Directing

Hollywood, Dec. 25.—"Al Rosen is producing a new farce entitled "Mary Had a Little" with Leon Errol directing and cast topped by William Franklyn, Mary Brian, Isabel Jewell and Richard Powers.

Who co-produces "Good Night, Ladies," will put show into rehearsal later part of January, with most run before opening.

Production cost \$30,000 with three stars.

## Joe Bigelow Called In On 'Dutchess Misbehaves'

Joe Bigelow, head of comedy acts at Young & Rubicam and former producer of "The Girl in the Suits," has been called in to produce "The Dutchess Misbehaves" for producer A. P. Waxman before the show opens in the Shubert, Philadelphia, Jan. 7.

Glady's Shelly did the original book and lyrics for the show, for which Dr. Frank Black wrote the score. Show stars Audrey Christie and Jackie Gleason.













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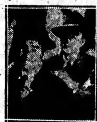
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**W**ELCOME to these guests who will appear with Bill Stern on the Colgate Sports Newsreel of the Air:



**JACK BENNY**  
(Dec. 28)

**ABBOTT And  
COSTELLO**  
(Jan. 4)



**GEORGE RAFT**  
(Jan. 11)

**H. V.  
KALTENBORN**  
(Jan. 18)



**KAY KYSER**  
(Jan. 25)

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